FY 2000 Household Diary Study

# The Household Diary Study Mail Use & Attitudes In PFY 2000



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# Introduction

This report documents the design, implementation, and findings of the Postal Fiscal Year (PFY) 2000 Household Diary Study (HDS). The HDS is a multi-year market research study of mail flowing into and out of U.S. households. This study addresses three significant mail segments: (1) household-to-household (2) household-to-nonhousehold and (3) nonhousehold-to-household. Obtaining direct information on nonhousehold-to-nonhousehold mail is outside the study's scope. The HDS is administered by the Demand Forecasting & Economic Analysis section of the United States Postal Service (USPS) Finance Department.

# Background

The purpose of the HDS is to gather information on the contents of mail sent and received by U.S. households. USPS conducts the study in order to track the flow and volume of mail, the uses of the mail, and how these relate to socio-demographic information about the households. It is based on a stratified random sample of 5,300 households annually.

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Demand Forecasting & Economic Analysis (in the USPS Finance function) has administered the HDS since its inception in 1987. The study has been done annually since then, following the USPS fiscal year calendar. PFY 2000 began on September 12, 1999 and ended on September 11, 2000. The "Postal Fiscal Year" is made up of 13 four-week USPS accounting periods and is divided into four quarters. Each of the first three quarters is twelve weeks long and contains three accounting periods. The fourth quarter is sixteen weeks long and contains four accounting periods.

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- How many mail pieces originate and destinate in U.S. households?
- What are major trends in mail flows between households and businesses?
- How do households use the USPS for their personal and business communications?
- What are Standard Mail (A) usage patterns?
- What are Direct Mail volumes and how are these affected by household demographics?
- What are household members' attitudes toward advertising mail and their in-home responses to it?
- What are total Periodicals Volumes delivered by USPS and received by households?
- What is the level of satisfaction with periodicals delivery?
- What is the overall picture of Package volumes and the characteristics of USPS customers?
- What are current Internet usage patterns and the demographic characteristics of users?

This information is used for the volume forecasting, planning, marketing and ratemaking functions of USPS. In addition to the issues that relate to traditional mail volumes, USPS has been increasingly interested in tracking the adoption and use of electronic communications technologies. The HDS tracks the use of e-mail, online shopping and online bill payments, among other technologies. USPS uses these data to assess what impact these technologies have on traditional mail volumes to and from households.

NuStats, a survey research firm located in Austin, Texas, conducted the PFY 2000 HDS. This report presents findings from that study. Where appropriate, data from PFY 2000 is compared to previous years to identify underlying trends in household mail usage and receipt. Except where noted in this report, the survey questions have remained consistent between PFY 2000 and PFY 1999 studies. All survey instrument modifications, data collection, and data analyses were conducted by NuStats, under contract with the USPS.

# Study Design

One objective of the HDS is to collect data to support the estimation of household-based mail flow demand models and support analyses of mail-use characteristics of U.S. households and businesses. The household is the basic interviewing unit in this study for all elements of the survey.

The HDS study uses a two-stage survey design in which Stage 1 is an interviewer-mediated household interview and Stage 2 is a self-completion mail diary. Appendix B contains the survey instruments.

## Household Interview

The **household interview** collects information on household and personal demographics, recall of mail sent and received, adoption and use of communications technologies and attitudes about mail received.

## Mail Diary

The **mail diary** covers a seven-day period from Monday to Sunday and collects information on numbers of mail pieces received and sent, industry source, mail characteristics and attitudes regarding mail received.

Prior to PFY 2000, the household interview was conducted exclusively via in-home interviews. Household interview recruitment and placement were done by "door-to-door" canvassing of surveyors. Demographic trends (including the growth of gated communities), growing concerns about safety, increased complexity of household life, greater polling and research activity and increased commuting times all conspired to make the conduct of household research more difficult. This appears to have put pressure on response rates, causing increased concern about stability of under-reporting. In the exclusively "door-to-door" methodology used prior to PFY 2000, participating households completed the diary mostly on their own with guidance from the various individual field contractors placing the diary. The

Postal Service determined that it would improve accuracy by creating a process that encouraged rapid feedback and interaction with the respondent and which reduced the time between household recording of information and editing the data by trained experts.

The PFY 2000 study was conducted using a multimode approach that sought to provide greater control of household participation to minimize response bias, to improve data accuracy through faster data checking and householder re-contacts, and to provide immediate telephone assistance to householders during their diary week.

- An address specific sampling design was adopted which eliminated field recruiter discretion.
- Computer-assisted telephone survey techniques replaced the initial door-to-door recruitment of households. Thus, household interview data checks were automated during the interview process itself, and, subsequent to the interview, checked and clarified within days of collection.
- If a householder agreed to participate, he/she had
  the option of having a surveyor visit the
  residence, or being mailed a self-administered
  diary instrument that explained how to record the
  mail received and sent in the household. For PFY
  2000, only four percent of householders requested
  that a surveyor visit the residence.
- A toll-free "hotline" was established to answer participant questions before, during, and after their diary weeks. Questions could be answered immediately and at the "source."
- Diary packets were mailed back to NuStats in postage-paid Priority Mail envelopes. Returned diary packets immediately went through a threestage edit and review process. The gap between diary completion and data checking was reduced from several weeks to just a few days.

## Stage 1: Household Interview

The household interview was used to collect information as noted above and to "recruit" the household to participate in stage two -- the mail diary. In total, 9,692 households were recruited to participate in the mail diary stage.

Most of these households were recruited by telephone (96 percent) and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. Other households opted for an inhome interview (four percent) or were completed in-

TABLE A
Incentive Choice by Household Income

Total	100	100	100	100	100
T-shirt or Cap	-5	5	5	5	6
\$25 Donation	26	19	26	27	35
\$25 Cash	69	76	69	68	59

Base: 5,314 Households.

home because a telephone number could not be located (13 percent of in-home interviews). For these latter households, an appointment was made at which a surveyor would conduct the household interview, drop off the diary package and go over the instructions for its completion.

To enhance participation, respondents were given a choice among four incentives: \$25 cash, \$25 donation to the Lance Armstrong Cancer Foundation, USPS Tour de France Team T-shirt, or USPS Tour de France cap (See Table A). While most respondents chose the cash incentive, the choice of cash versus the donation was associated with household income.

The response rate for the recruitment stage was 47 percent<sup>1</sup>. Most refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later re-contacted cited time constraints and privacy concerns as their reasons for not participating.

## Stage 2: Mail Diary Package

Households were sent diaries along with instructions and a toll-free "help" telephone number. The night before the assigned diary week was to begin, a reminder call was made to each household to confirm receipt of the packet and to answer any last minute questions. If the packet was not received by this time, the address was re-confirmed, a new diary week was assigned, and the packet was re-sent.

Households were instructed to enclose pertinent information from each mail piece received in the returned diary packages to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. A three-stage editing process was used to check the accuracy of the diary information recorded by each household. First, returned diary packets were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day was checked to assure sufficient and logical answers and to verify recorded information against mail markings returned in the package by the householder. Third, a second editor re-checked the diary information recorded for each day as noted above. This second edit was a quality control check that assured the accuracy of the data. During the editing process, correction callbacks were made to households to clarify information or to fill-in missing information. About three percent of returned diaries did not pass the edit checking process. Sixty-one percent required some form of respondent re-contact to clarify or correct diary information.

Of the 9,692 households recruited to receive a diary package, 5,314 actually returned acceptable<sup>2</sup> completed diaries to NuStats for a completion rate of 55 percent.

# Sample Design

The sample was designed to allow projections of results to all U.S. households. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed to eligible households and completed by each household unit. The sample design involved a three-stage probability sample with stratification by county

<sup>&</sup>lt;sup>1</sup> Response rate was calculated using a formula provided by the American Association of Public Opinion Research.

<sup>&</sup>lt;sup>2</sup> Acceptable was defined as returning diaries with data suitable for analysis.

clusters at the primary sampling stage and by a single county at the secondary stage. At the third stage, household clusters were selected. The sample was continuously "fielded," throughout all 52 weeks of the year. Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods. While Table B below indicates a small undercount between completed and required households, these differences are reconciled by the fact that for all four quarters, the number of completed households was higher than required.

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Quarter 1: September 12, 1999 – November 27, 1999

Quarter 2: November 28, 1999 – February 19, 2000

Quarter 3: February 20, 2000 - May 13, 2000

Quarter 4: May 14, 2000 - September 3, 2000

TABLE B
Sample by Postal Quarter

Total	5,300	9,692	5,314
Quarter 4	1,360	2,765	1,185
Quarter 3	600	1,308	749
Quarter 2	1,400	2,833	1,628
Quarter 1	1,940	2,786	1,752
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# Stage 1: Primary Sampling Unit (PSU) Definition and Selection

The Primary Sampling Units (PSUs) were clusters of The 30 largest Metropolitan Statistical counties. Areas (MSAs) were treated as individual units (each was a cluster of counties) and each was a self-The other 288 MSAs were representing PSU. proportionately to their population; sampled approximately 20 of the MSAs were individually sampled. The remaining counties of the US (all 800+ non-metropolitan counties) were area-clusters sampled in proportion to the population. There were a total of 87 PSUs categorized into three strata:

- 1. Large Metro areas all 30 largest MSAs,
- Other Metro areas 21 (out of 288) other MSAs, and
- 3. Non-Metro areas 36 non-metropolitan counties or groups of counties (out of 800+).

# Stage 2: Secondary Sampling Unit (SSU) Definition and Selection

The Secondary Sampling Unit (SSU) was a county. Sampling of SSUs was by probability of selection according to population (number of households). Selection was from the national sample of PSUs and was stratified by geographic region and then by size. This insured that the SSU selection was properly allocated to the geographic regions. Not every SSU was fielded every Postal Quarter (reporting period), but every Postal Quarter had a national probability sample of SSUs.

# Stage 3: Tertiary Sampling Unit (TSU) Definition and Selection

The final (Tertiary) Sampling Unit (TSU) was a household cluster. Clusters contain approximately 10 households and are defined by estimated income classification, as defined by zip code average income estimates.

The probability sample of households was drawn by the USPS from the national database of addresses following specifications produced by NuStats. The probability sample households were drawn using a highly stratified geographic design to ensure that the final sample would be representative of households comprising the five geographic regions: East, Northeast, South, Central, and West. Technical documentation for the sampling plan can be found in Appendix C.

# Analytic Weights

Analytical weights permit an analyst to use and combine subsets of the sample in the proper proportions to calculate correct inferences about the comparable groups in the population. From a finite population sampling theory perspective, analytic weights are needed to develop estimates of population parameters and more generally, to draw inferences about the population that was sampled. Without the use of analytic weights, population estimates are subject to biases of unknown (possibly large)

magnitude. Weighting compensates for these "departures" from simple random sampling. Different weighting schemes were used for the Household Interview and the Mail Diary data sets.

## Household Interview

An analytic weight was applied to the Household Interview (recruitment) data to compensate for differential response rates (or nonresponse) across sample cells. First, a nonresponse adjustment was calculated within cells formed by cross-classifying region and PSU. Second, the data were adjusted to U.S. population parameters for household income. The documentation for these adjustments can be found in Appendix C: Technical Documentation of Methods.

## Mail Diary

Post processing adjustments were used to align the sample to known population distributions from census or other reliable data. First, the sample of households reporting mail diary data were expanded to represent all U.S. households (104.8 million households). In addition, adjustment factors were applied to the diary data to compensate for underreporting of mail volumes by households participating in the survey. Three types of adjustment processes were used.

- Adjustment factors were calculated using data from the City Cost Carrier and Rural Carrier Costing System for PFY 2000. For the first time, specific adjustment factors were calculated for each class of mail volumes reported received by households.
- The principle that total incoming and outgoing domestic household mail should equal each other over time was used to calculate a factor that would adjust outgoing mail to equal incoming mail volumes.
- The diary data were adjusted to compensate for expected underreporting of bill payments.

Documentation for the adjustments made to the mail diary data can be found Appendix C.

# Report Organization

This report focuses on the analyses and results pertaining to the PFY 2000 Household Diary Study. Its contents are organized as follows.

## Comparing 2000 with 1999 Data

Comparisons among 2000 and prior year data should be done with caution. The 2000 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the operational definitions of mail classifications.

Chapter 1 – Total Mail Overview. This chapter presents aggregate mail flows across all classes.

Chapter 2 – First-Class Mail. This chapter examines First-Class mail received and sent by households in 2000.

Chapter 3 – Standard Mail (A). This chapter presents details on Standard Mail (A) volumes. Standard Mail (A) consists of mail pieces sent Presorted Standard, Bulk Rate, or nonprofit. It also consists of unsolicited publications and packages.

Chapter 4 – Direct Mail Advertising. This chapter presents annual Direct Mail Advertising volumes for PFY 2000, as well as demographic factors influencing these volumes as they pertain to U.S. households.

Chapter 5 – Periodicals. This chapter presents Periodicals Volumes. Periodicals mail, formerly Second Class, consists of daily or weekly newspapers, weekly or monthly magazines, and any other periodic newspaper or magazine delivered to households by the USPS.

**Chapter 6 – Packages.** This chapter presents an overall picture of Package volumes, including classifications, delivery method, use of special services, among others.

Chapter 7 – Electronic Communication. This chapter presents information collected during the HDS pertaining to email usage, Internet usage, and other forms of electronic communication.

Chapter 8 – Summary and Conclusions. This chapter summarizes the main findings of the HDS.

In addition to these specific chapters, the report contains three appendices:

Continued on next page.

Appendix A – Comparative Tables 1987, 1999, 2000. This appendix provides a cross-reference to data tables in the PFY 1999 Household Diary Study report and presents the tables themselves, comparing data from 1987, 1999, and 2000.

Appendix B – Survey Instruments. This appendix contains the Household Interview telephone script and the Mail Diary materials.

Appendix C – Technical Documentation of Methods. This appendix provides detailed documentation of the survey methods, including sampling plan, data collection, data processing, sample demographic profile, and data weighting and expansion procedures.

Appendix D — Revenue, Pieces and Weight Volume Table. This appendix provides estimates of total mail volumes sent to households and non-households.

# Chapter 1: Total Mail Overview

Households across the United States depend on the services of the USPS to communicate with family, friends, businesses and public agencies. In addition, huge volumes of mail are sent from businesses to households for the purpose of bill collection, advertising, services and other forms of business communication. This section examines commercial and household mail volumes in the United States; specifically, mail flows between households and businesses, trends, and volumes by postal classification and sector. This section also introduces advertising mail volumes and attitudes of households in relation to advertising mail.

Data from the PFY 2000 HDS show an increase in total household mail volumes and higher mail volumes across all postal classifications.

While household profiles are useful from a behavioral perspective, aggregate mail flows demonstrate how the mail is used as a communications medium among all users. In this way, USPS can study what mail flows drive household communications and how patterns of use develop by specific mail classification. This will help USPS develop strategies for meeting mail growth in the future.

In an average week, an American household will receive almost 13 pieces of advertising mail, two bills, one financial statement, one about card solicitation, one periodical and one personal greetings.

## Total Household Mail

One useful way to look at the total mail overview is to present volumes as a percentage of total domestic mail, by sector. This section applies three categories for different mail users: households, nonhouseholds and the Federal government. The five sectors in which these users interact are: (1) Household-tohousehold, (2) Household-to-nonhousehold, (3) Nonhousehold-to-household, (4) Government-to-household, and (5) Nonhousehold-to-nonhousehold.

# 

- 1. Household-to-Household (HH-to-HH)
- Household-to-Nonhousehold (HH-to-NHH)
- 3. Nonhousehold-to-Household (NHH-to-HH)
- 4. Government-to-Household (Govt-to-HH)
- 5. Nonhousehold-to-Nonhousehold (NHH-to-NHH)

These sectors help to distinguish a household's personal greetings from their business transactions, and, further, interactions with the government. Household-to-household mail is sent by households and received by households. This includes letters, invitations, announcements and greeting cards. It is a very reliable measure of mail volumes in the diary study because these communications by nature exist in a closed loop: what is sent by one household is received by another.

Household-to-nonhousehold mail is sent from households to nonhouseholds, predominantly bill payments for everything from credit cards to mail orders to utilities. Nonhousehold-to-household mail is the reverse communication and while it includes bills, it also can be the products or services requested by the household, such as an investment portfolio or periodicals<sup>3</sup>. A final sector, nonhousehold-to nonhousehold, cannot be calculated using the household diary and is therefore represented as the residual amount of total domestic mail.

Mail destinating in households includes all mail received via First-Class or Standard Mail (A), as well as periodicals and packages. Mail originating in households includes all First-Class mail as well as packages sent.

<sup>&</sup>lt;sup>3</sup> Nonhousehold-to-household mail can include communications from the federal government. In the case of Figure 1.1, government mail to households was separated out to show a total percentage.

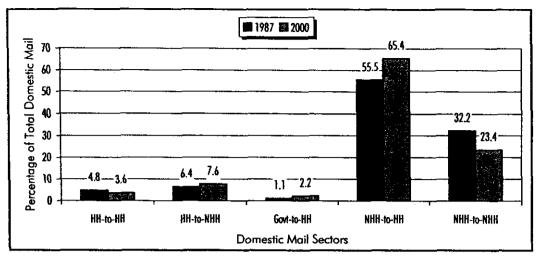


FIGURE 1.1

Percentage of Total Domestic Mail by Sector, Postal Fiscal Years 1987 and 2000

Base: Total Domestic Mail, Postal Fiscal Year 2000 (204.6 Billion).

Note: Total Domestic defined as summation of First-Class, Priority, Standard Mail (A) & (B), and Periodicals.

Total domestic mail received by households in PFY 2000 exceeded 140 billion pieces. The percentage of total domestic mail household-to-household was 3.6 percent in 2000, or over seven billion pieces annually (See Figure 1.1).

Nonhousehold-to-household volumes continue to be the highest percentage of total domestic mail usage, increasing an estimated ten percent since 1987.

Total household mail volumes increased over the life of the study. In 2000, households sent an average of 4.3 pieces per week and received an average of 25.6 pieces<sup>4</sup>, compared to 3.7 and 18.9 in 1987 respectively (See Table 1.1).

TABLE 1.1

Pieces per Household per Week, Total Domestic Mail by Sector,
Postal Fiscal Years 1987 and 2000

HH-10-HH	1.6	1.4
HH-to-NHH	2.1	2.9
NHH-to-HH	18.5	23.4
Govt-to-HH	0.4	0.8
Total	22.6	28.5

Base: Total Domestic Mail originating in or destinating to households, Postal Fiscal Year 2000 (156.7 Billion).

Households mail slightly more than four (4.16) packages annually, relying largely on the USPS to do so. Households use USPS nearly 90 percent of the time. This percentage of USPS use represents a slight increase when compared with 1987 estimates<sup>5</sup>.

# Total Mail Received by Postal Classification

The classifications featured in the body of this report include: First-Class, Standard Mail (A), Standard Mail (B) and Periodicals. First-Class mail is defined as anything sent regular or presorted First-Class. automation presort, automation carrier route, and any certified, registered or insured pieces. Class totals exclude expedited mail (e.g. Express or Priority). Standard Mail (A) is defined as all presorted standard, bulk rate or nonprofit pieces, as well packages sent standard/bulk standard/bulk rate enhanced carrier route, nonprofit and nonprofit enhanced carrier route. Standard Mail (B) includes all packages sent parcel post, DBMC6 parcel post, bound and printed matter, special standard and library rate. Finally. Periodicals include all daily and weekly (or other periodic) newspapers or magazines.

<sup>4</sup> Totals exclude unknown outgoing or incoming mail.

Serv

<sup>&</sup>lt;sup>5</sup> According to TNS Intersearch Corporation, formerly Chilton Research Services, the total in 1987 was 81.7. See Appendix Table A6-7.

<sup>6</sup> DBMC is Delivery Bar-coded Mail Class.

The amount of mail households receive in an average week has increased over all postal classifications, except Periodicals, between 1987 and 2000 (See Table 1.2). First-Class mail pieces and Standard Mail (A) represent the largest increases.

Further analysis of the growth in each of these classifications by sender type (See Table 1.3) shows that the financial sector prefers First-Class mail while the Social/Nonprofit sector is more likely to opt for Standard Mail (A). It is reasonable given the financial constraints on the nonprofit sector, as well as security and timeliness issues for credit card companies and banks. A similar ratio between Standard Mail (A) and First-Class mail usage exists in the merchant category. Merchants (primarily department stores) are three times as likely to use Standard Mail (A) as First-Class, and they send American households close to five (4.41) pieces per, week using this method.

**TABLE 1.2**Pieces per Household per Week by Postal Classification

First-Class	8.64	10.56
Periodicals	1.69	1.32
Standard Mail (A)	9.77	12.75
Standard Mail (B)	0.06	0.11
Total	20.16	24.74

Base: Domestic Mail Received by Households, Postal Years 1987 & 2000. Totals include First-Class Pieces & Packages, Periodicals, Standard Mail (A) Pieces & Packages, and Standard Mail (B) Packages (133.5 Billion).

TABLE 1.3

Percentage of Total and Pieces per Household per Week,
First-Class and Standard Mail (A) by Major Business / Organization

Total	35.0	8.69	37.7	9.84
Social/Nonprofit	3.1	0.81	8.5	2.22
Government	2.4	0.62	0.8	0.20
Manufacturers	0.5	0.12	0.7	0.16
Services	8.5	2.21	4.5	1.32
Merchants	5.4	1.38	17.2	4.41
Financial	13.5	3.54	6.0	1.53
NGO 22 Suelgote Organization	estes Maj Readvida	CIAS Piece per Horseholdper Week	CReceive:	RD MAIL (A)  Light Service Control of the Control o

Base: Domestic Mail Received by Households, Postal Fiscal Year 2000 (141.2 Billion).

Note: Standard Mail (A) Pieces restricted to those sent by a single organization; Totals do not include unclassified pieces. Domestic Mail Received by Households includes First-Class, Standard Mail (A), Standard Mail (B), Periodicals, and Unaddressed Material.

Table 1.4 demonstrates that households' responses to advertising mail also vary by postal classification. First-Class mail is the most read classification of advertising mail, followed by Standard Mail (A), while unaddressed mail received the lowest response. In fact, reading patterns for First-Class and Standard Mail (A) advertising are similar. Fifty-two percent (52.2 percent) of First-Class advertising is read by at least one household member, compared to 43 percent (42.9 percent) of Standard Mail (A). These percentages jump to 57 and 50 percent respectively if it includes mail that is not discarded but "set aside for later."

Since 72 percent of Standard Mail (A) is advertising, compared to 23 percent of First-Class, Standard Mail (A) benefits advertisers by reaching more than half of its audience at a lower cost per piece. Households are almost as likely to read Standard Mail (A) advertising mail as they are First-Class, and just as likely to discard both classes.

Unaddressed mail is almost two times more likely to be discarded by households as Standard Mail (A) and First-Class. Nevertheless, the portion of advertising mail "looked at but not read" is relatively equal across all classifications.

TABLE 1.4
Household Reading Patterns of Advertising Mail by Class

Total	100.0	100.0	100.0
Set aside for later	5.1	7.3	3.7
Discarded, not read	19.4	17.8	27.8
Looked at, not read	15.6	14.7	14.0
Read by more than one member of HH	10.0	8.8	8.9
Read by one member of HH	42.2	34.1	26.7

Base: Advertising Mail Received by Households, Postal Fiscal Year 2000 (72.4 Billion).

Likeliness to read also seems dependent on additional factors, including income. Figure 1.2 shows that 20 percent of households who say they usually read their advertising mail have annual incomes under \$25,000. Willingness to at least scan mail is relatively consistent across income levels. Additional analysis on reading patterns is contained in Chapter Four.

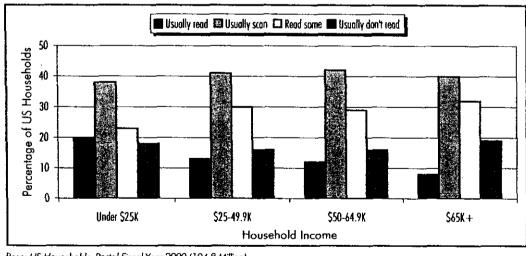


FIGURE 1.2

Household Reading Patterns by Household Income

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Household Income Information collected during recruitment interview.

# **Attitudes Toward Advertising Mail**

Fourteen years after the diary study began, advertising is still the greatest proportion of mail received by households, accounting for 59 percent of the total mail received by households in 2000. Total advertising volumes in 2000 exceeded 72 billion pieces. After advertising, bills are the second largest proportion of mail received by households, representing 11 percent of total household mail or almost 16 billion pieces annually.

Households have demonstrated a declining interest in advertising mail since 1987. Table 1.5 indicates that 57 percent of households wish they received less advertising mail in 2000, compared to 30 percent in 1987. The percentage of advertising mail that households find interesting, or are likely to read, has fallen from almost 63 percent in 1987 to 37 percent in 2000.

TABLE 1.5
Attitudes Toward Advertising Mail - Trends

Wish there were less	30.4	57.1
Some are interesting <sup>7</sup>	62.5	36.7
Would like more	5.6	5.4

Base: Percentage of US Households, Postal Fiscal Year 2000 (104.8 Million). Note: Information collected during recruitment interview.

Additional data show that households feel differently about advertising mediums. In PFY 2000, households gave every medium higher negatives than positives, with the exception of newspaper and radio advertising. Telemarketing fared the worst, followed by mail, plastic bags on doorknobs, television, e-mail, radio, Internet, and finally, newspaper (See Figure 1.3).

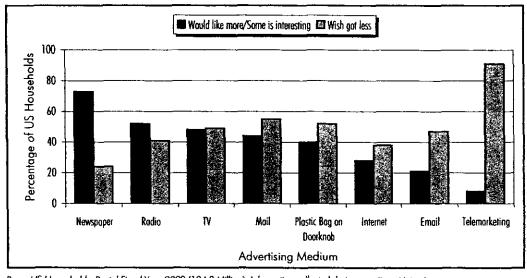


FIGURE 1.3
Household Attitudes Toward

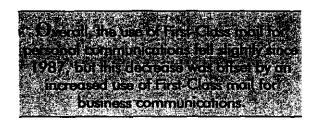
**Advertising Mail by Medium** 

Base: US Hauseholds, Postal Fiscal Year 2000 (104.8 Million); Information collected during recruitment interview.

 $<sup>^7</sup>$  Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000.

# **Chapter 2: First-Class Mail**

This chapter explores a key research question of the Household Diary Study: how do households use the USPS for their personal and business communications? The household mailstream is an important component of total volumes for USPS. Changes in household behaviors (i.e. what type of mail they are sending and how they send it) have important implications on revenues and workload.



In many ways, First-Class mail is synonymous with household communications. Households use First-Class mail more than any other postal classification. Traditionally, they depended on USPS for two primary purposes: to send personal greetings and to pay bills. With the advent of electronic communications and the expansion of Internet bill pay services and automatic deduction, USPS must monitor household use of First-Class mail closely to gauge changes in household behavior.

This chapter looks at First-Class mail received and sent by households in 20008. Overall, the use of First-Class mail for personal communications fell slightly since 1987, but this decrease was offset by an increased use of First-Class mail for business communications. As a result, the data show an increased number of First-Class pieces both sent and received by households in PFY 2000.

## First-Class Volumes

There were almost 103 billion total First-Class mail pieces in PFY 2000<sup>9</sup>. Fifty-seven billion pieces either originated or destinated in households for an average of 10.5 pieces per week, up from 8.6 in 1987. Nonhousehold-to-household communications remain the highest proportion (48.5 percent) of First-Class mail usage at more than nine pieces per week.

Households sent an average of four pieces per week in 2000. This average represents a slight increase from 1987 levels (See Table 2.1).

TABLE 2.1

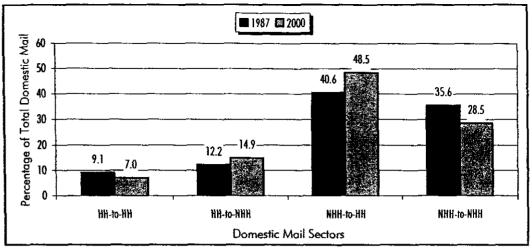
First-Class Mail Pieces per Household per Week by Sector,
Postal Fiscal Years 1987 & 2000

First-Class Mail Section		20,00
HH-to-HH	1.6	1.3
HH-to-NHH	2.1	2.9
NHH-to-HH	7.0	8.6
Unclassified Incoming	0.1	0.6
Unclassified Outgoing	0.1	0,1
Total mail originating in HHs	3.8	4.3
Total mail destinating in HHs	8.7	10.5

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

<sup>6</sup> Household-to-household volumes were adjusted so that mail sent by households equals mail received by households.

<sup>&</sup>lt;sup>9</sup> Source: USPS RPW data for Postal Fiscal Year 2000. First-Class mail totaled 102.9 Billion Pieces. Source: Demand Forecasting and Economic Analysis. See Appendix D.



Base: First-Class Mail Pieces sent or received by Households and Nonhouseholds, Including Packages, Postal Fiscal Year 2000 (102.9

FIGURE 2.1

Percentage of First-Class Mail by Sector, Postal Fiscal Years 1987 and 2000

A decrease in the use of First-Class mail between households was offset by an increase in household-tononhousehold First-Class mail (See Figure 2.1). Figure 2.1 also shows that business communications (nonhousehold-to-household mail) increased more than five percent since 1987. Nonhousehold-tononhousehold mail accounted for the remaining portion of First-Class mail; an estimated 29 percent of total First-Class<sup>10</sup> in 2000, compared to 35.6 in 1987.

Billion) Source: RPW Totals, Demand Forecasting and Economic Analysis.

## Total First-Class Mail Received

At nearly 57 billion pieces, First-Class mail accounts for the second largest classification volume sent to households after Standard Mail (A).

Table 2.2 aggregates First-Class mail into three rate categories: Work Shared, Single Piece, and other. First-Class Work Shared mail receives a reduced rate for being prepared by the mailer before it reaches the postal facility for subsequent processing (e.g. presorted or pre-barcoded mail). In effect, the processing work is "shared;" USPS can process the mail faster, and the sender receives a reduced rate in return. Single Piece includes all regular First-Class mail and presorted single piece mail.

Forty percent, or 23 billion pieces, were sent regular First-Class (Single Piece) in PFY 2000, while an additional 58 percent (32 billion pieces) were sent Work Shared. Presorted First-Class accounts for 51 percent of Work Shared mail. Presorted First-Class is a nonautomation rate category for a mailing consisting of at least 500 addressed pieces that are sorted and prepared to specific USPS standards. Advertisers are the largest users of this rate<sup>11</sup>.

As shown in Table 2.3, household mail received is driven by mail from business or government, which accounts for more than seven pieces per week to households.

**TABLE 2.2** First-Class Mail Pieces per Household per Week Received by Rate

∦ Rate Classification	Pleces per Household per Week	% of Total First-Class
Work Shared Mail	6.06	57.7
Single Piece Mail	4.26	40.6
All Other First-Class Mail	0.19	1.7
Total	10.51	100.0

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

TABLE 2.3 First-Class Mail Received by Mail Type

	Pieces per Household per Week	% of Total First-Class
Friend or Relative	1.34	12.7
Social/Charitable/Political/Nonprofit	0.93	8.8
Business or Government	7.62	72.6

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

<sup>10</sup> This is a residual percentage based on total First-Class mail minus all mail involving households. No mean is available without a base number of U.S. nonhouseholds in 2000.

<sup>11</sup> First-Class advertising is explored in greater detail in Chapter 4.

Table 2.4 is a breakdown of these First-Class mail types by their subcomponents, compared to 1987 Over the thirteen-year study period, mail pieces from a friend or relative, predominantly greeting cards and letters, fell from 1.6 in 1987 to 1.3 Social/Charitable mail received by in 2000. households has almost doubled since 1987, due in part to the increased number announcements/meeting notices/invitations and requests for donations received by households in 2000.

While the number of household-to-household communications fell. nonhousehold-to-household communications increased substantially. In 1987. mail from business or government generated an average of six pieces per week received by households. In 2000, that number is closer to eight pieces per Bills and invoices (including credit card statement/bills) are almost a third of all First-Class business or government mail to households in 2000. followed by advertising and financial statements. First-Class advertising mail to households doubled since 1987.

**TABLE 2.4**First-Class Mail Pieces per Household per Week Received by Mail Type

Personal	1.55	1.34
Holiday/Seasons Greeting Card	0.55	0.44
Other Greeting Cord	0.29	0.31
Invitation	0.12	0.13
Letter from Friend/Relative	0.46	0.33
Announcement (Birth, Marriage, etc)	0.03	0.04
Other Personal	0.09	0.09
Social/Charitable/Political/Nonprofit	0.59	0.93
Announcement/Meeting Notice/Invitation	0.22	0.34
Request for Donation	0.07	0.18
Confirmation or Thank You for Donation	0.03	0.14
Bill (Social/Charitable/Political/Nonprofit)	0.04	0.12
Other Social	0.22	0.15
Business or Government	6.36	7.62
Advertising/Promotional/Sales Materials Only	0.89	1.75
Notice or Confirmation of Order	0.23	0.37
Bill/Invoice/Premium Notice	2.52	2.88
Financial Statement	0.87	1.13
Payment or Other Check/Money Order/Credit (No Rebate)	0.32	0.27
Rebate Received in Response to Coupon Submitted	0.01	0.03
Holiday/Greeting/Thank You Card from Business	0.05	0.09
Business Invitation/Announcement	0.26	0.40
Other Business/Government	1.20	0.70
Unclassified	0.11	0.62
Total	8.61	10.51

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

Note: Bill/Invoice/Premium Notice includes Credit Card Statement/Bill.

TABLE 2.5 First-Class Mail Pieces per Household per Week Received by Shape

Total	10.51
Unclassified	0.05
Catalog/Flyer	0.42
Postcard	0.93
Envelope	9.11
(Michael of First Lalass Mail Languages (Michael Sept. Michael Sept. Mic	

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

Households classified the "shape" of First-Class mail they received into one of three categories: envelope, postcard or catalog/flyer (See Table 2.5). First-Class mail received by households is predominantly envelopes, which make up 87 percent of all First-Class mail received by households in 2000 and an average of nine pieces per week. Postcards accounted for an average of almost one piece per week to households (nine percent), while First-Class catalogs are just 0.4 pieces per week or four percent of the total First-Class mail received by households.



Households also commented on the timeliness of First-Class mail delivery, reporting a high level of satisfaction with First-Class mail service. Of the 57 billion pieces of First-Class mail received by households in 2000, more than 20 billion were not expected to arrive on a particular day. However, of the First-Class mail expected to arrive on a particular day, 98 percent arrived on time.

# Factors Affecting Mail Received

Income categories are based on the head of household's stated annual income in 2000. In all previous thirteen years of the HDS, income is strongly related to household First-Class mail volumes<sup>12</sup>. The year 2000 is no exception. In fact, volumes change rapidly over the eleven income categories listed in Figure 2.2. Households with annual incomes exceeding \$100,000 receive three times as much First-Class mail as households with

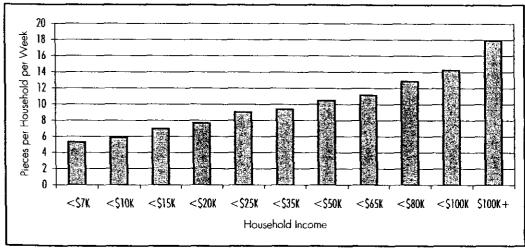


FIGURE 2.2

First-Class Mail Pieces per Household per Week Received by Income

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion). Note: Household Income Information collected during recruitment interview.

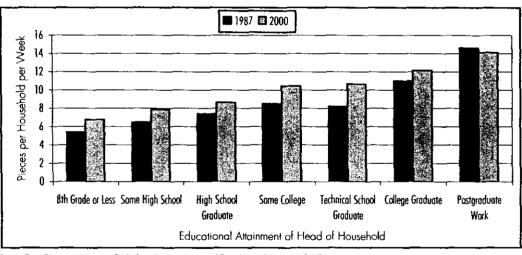
<sup>12</sup> Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

incomes under \$7,000 annually; an average of 18 pieces per household per week compared to five. Educational attainment is related to income and is compared against total volumes for 1987 and 2000. Households where the head of household has done postgraduate work receive twice as much First-Class mail than households where the head of household has an eighth grade or less educational attainment level: 14.1 average pieces per week compared to 6.7. Across all categories, households with higher levels of educational attainment receive more First-Class mail (See Figure 2.3).

## First-Class Mail Sent

Households sent 23 billion pieces of mail in 2000, an average of four pieces per household per week. Almost half of this outgoing mail was bill payments. This category alone represents an average of two outgoing First-Class mail pieces a week. Table 2.6 (refer to following page) displays First-Class mail sent by households in 2000 by mail type.

FIGURE 2.3
First-Class Mail Pieces per
Household per Week Received
by Educational Attainment of
Head of Household



Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).
Note: Educational Attainment of Head of Household Information collected during recruitment interview.

TABLE 2.6
First-Class Mail Pieces per Household per Week and Percentage of Total Sent by Mail Type

Household	1.33	31.3	
Holiday/Seasons Greeting Card	0.37	8.7	
Other Greeting Cards (Birthday, Sympothy, Thank You)	0.39	9.2	
Invitation	0.09	2.1	
Letter to Friend or Relative	0.38	9.0	
Announcement (Birth, Marriage, etc)	0.02	0.4	
Other Personal	0.08	1.9	
NonHousehold	2.88	67.6	
Order	0.16	3.7	
Inquiry	0.09	2.2	
Payment	2.09 49.1		
Other Business/Government	0.29	6.8	
Donation	0.11	2.5	
Inquiry	0.03	0.8	
Letter	0.04	1.0	
Other Social	0.07	1.6	
Unclassified	0.05	7.1	
Total First-Class Mail Sent	4.26	100.0	

Base: First-Class Mail Sent by Households, Excluding Packages, Postal Fiscal Year 2000 (23 Billion).

In 1987, households sent about two pieces per week to nonhouseholds<sup>13</sup>, compared to almost three in 2000. This data shows an increased use of First-Class mail for business communications in 2000, counteracting decreases in household-to-household mail.

The remaining portion of outgoing household mail (personal greetings) accounted for an average 1.3 pieces per week sent from households in 2000, compared to 1.5 in 1987. Note that the average

pieces per week in the household-to-household sector are the same for both First-Class mail sent and First-Class mail received. This is because these communications exist within a closed loop, and are adjusted to be identical to compensate for anticipated underreporting by households. As with First-Class mail received, First-Class mail sent by households is twice as likely to be a holiday/greeting card as a personal letter.

<sup>&</sup>lt;sup>13</sup> Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

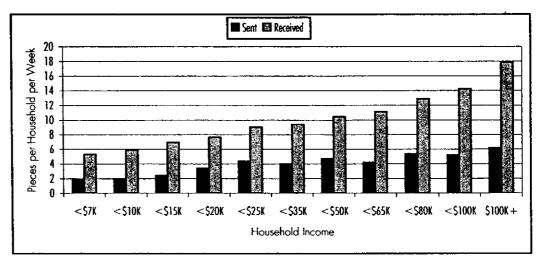
# **Factors Affecting Mail Sent**

Households send and receive more First-Class mail as household income increases. Figure 2.4 shows data previously reported in this chapter (First-Class mail received) compared to First-Class mail sent by households in 2000 across all income categories. This comparison reveals that mail sent from households is not as strongly correlated with income as mail received.

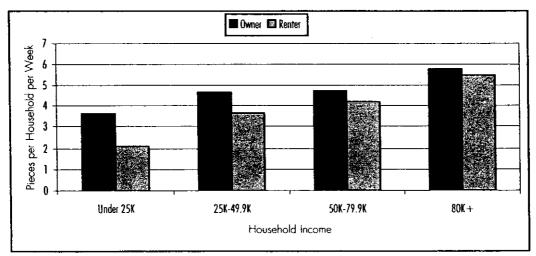
Bill payments comprise the greatest portion (49 percent) of First-Class mail sent. It is likely then that factors associated with having bills to pay would influence the amount of First-Class mail sent by households.

Home ownership, for example, is strongly correlated with First-Class mail sent (See Figure 2.5). Homeowners reported an average of 4.71 pieces per household per week compared to 2.97 pieces reported by renters. This association was stable across income categories.

First-Class Mail Pieces per Household per Week Sent and Received by Income



Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion). Note: Household Income Information collected during recruitment interview.



Base: First-Class Mail Pieces Sent by Households, Excluding Packages, Postal Year 2000 (23 Billion). Note: Household Income and Ownership Status Information collected during recruitment interview.

### FIGURE 2.5

First-Class Mail Pieces Sent per Household per Week by Household Income and Ownership Status The total number of household financial accounts or credit cards also positively influences the reported volume of First-Class mail sent (See Figure 2.6). Households with zero financial accounts reported an average of 2.76 pieces per household per week compared to 5.64 pieces reported by households with five or more financial accounts. The relationship

between the number of credit cards and First-Class mail sent is very close to that observed with financial accounts. Households with zero credit cards reported an average of 2.10 pieces per week compared to 5.33 pieces reported by households with five or more credit cards.

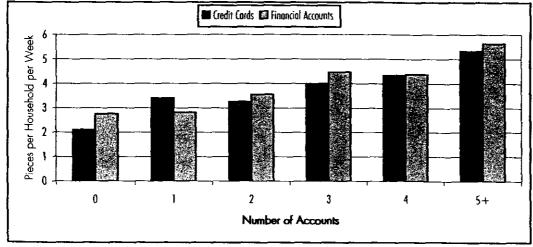


FIGURE 2.6

First-Class Mail Pieces per Household per Week Sent by Number of Credit Cards and Financial Accounts

Base: First-Class Mail Sent by Household, Excluding Packages, Postal Fiscal Year 2000 (23 Billion). Note: Financial Account & Credit Card Information collected during recruitment interview.



# Chapter 3: Standard Mail (A)

Standard Mail (A) volumes accounted for almost half of total domestic mail to households in 2000. Total volumes exceeded 68 billion pieces, translating to an average of 13 pieces per week per household. This is an increase of almost two pieces per week since 1987 (See Appendix Table A3-1). Table 3.1 is a breakdown of Standard Mail (A) pieces per household per week

and percentage of total Standard Mail (A) by selected categories. Standard Mail (A) consists of mail pieces, unsolicited publications, and packages. Presorted Standard or Bulk Rate clearly drives Standard Mail (A) volumes. This rate comprised 69 percent of all Standard Mail (A) or 47.8 billion pieces in 2000.

TABLE 3.1
Standard Mail (A) Pieces per Household per Week and Percentage of Total

eese Signeturo Mall (A) Cassification &		
Standard Mail (A) Pieces	Vent 5	95.5
Presorted Standard, or Bulk Rate	8.80	69.3
Nonprofit Organization	2.39	18.9
Unclassified Mail Pieces	.94	7.4
Unsolicited Publications	.42	3.3
Commercial	.32	2.5
Nonprofit	.10	0.8
Standard Mail (A) Packages	0.16	1.2
Total Standard Mail (A)	12.75	100.0

Base: Standard Mail (A), Pastal Fiscal Year 2000 (69 Billion).

Note: 100 Percent based on summation of Standard Mail (A) Pieces, Unsolicited Publications, and Standard Mail (A) Packages.

# Use of Standard Mail (A)

Standard Mail (A) is used by a wide variety of industries and organizations. The use patterns of these senders are a valuable measure of where Standard Mail (A) volumes originate and where USPS might expect growth in the future. Figure 3.1 and Table 3.2 indicate use of Standard Mail (A) by businesses and organizations. Table 3.2 compares total Standard Mail (A) volumes between the top five organizations businesses  $\mathbf{or}$ which distribute Standard Mail (A). Figure 3.1 aggregates businesses or organizations into six summary categories14. Merchants account for almost five pieces of Standard Mail (A) to households in PFY 2000 (24.4 billion pieces) with Social/Charitable/Political/Nonprofit in second with almost three pieces per week, or 12.1 billion pieces annually. Taken together, these two industry categories make up more than half of Standard Mail (A) volumes.

Not surprisingly, Merchants are the heaviest users of Standard Mail (A), as three of the largest individual sender types fall into this category. Mail order companies are the largest individual user (14.4 percent, for about 10 billion pieces annually), followed by department/discount stores, publishers, charities and finally, credit card companies.

Consistent with these use patterns, more than 92 percent of Standard Mail (A) pieces contain material from one organization. The remaining eight percent, less than five billion pieces, contain material from several organizations.

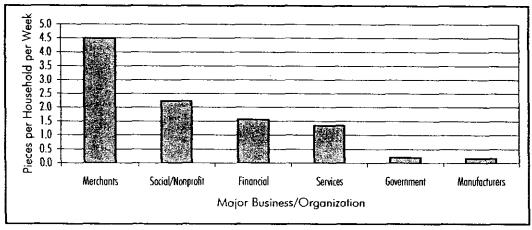
**TABLE 3.2**Top Five Distributors of Standard Mail (A) Pieces

Mail Order Company	1.84	14.4
Department/Discount Store	0.85	6.6
Publisher	0.80	6.3
Charities	0.75	5.9
Credit Card	0.59	4.7

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications.

Postal Fiscal Year 2000 (53.2 Billion); Restricted to mail pieces sent by single organization.

While Standard Mail (A) packages are a fairly small portion of total Standard Mail (A) volumes, (only 844 million in 2000), their use patterns are interesting. This rate is used primarily by businesses to provide goods or services to households. Almost two-thirds of all Standard Mail (A) packages are sent to households by businesses in response to an order by a member of that household. The next highest percentage is unsolicited samples, which account for 21 percent of total Standard Mail (A) packages sent to households in 2000.



Standard Mail (A) Pieces per Household per Week by Business / Organization Type

FIGURE 3.1

Base: Standard Mail (A), Excluding Pockages & Unsolicited Publications, Postal Fiscal Year 2000 (53.2 Billion). Restricted to mail pieces sent by single organization.

<sup>&</sup>lt;sup>14</sup> Table 3.2 appears in this chapter as the only instance of this more detailed breakdown. Throughout the remainder of Chapter 3, the six aggregate groups appearing in Figure 3.1 will be used for comparison.

TABLE 3.3

Standard Mail (A) Pieces per Household per Week by
Major Business / Organization by Household Familiarity

Tota <del>l</del>	4.85	1.83	1.43
Social/Charitable/ Political/Nonprofit	1.13	0.47	0.29
Government	0.11	0.05	0.02
Manufacturers	0.07	0.03	0.02
Services	0.50	0.24	0.24
Merchants	2.40	0.69	0.56
Financial	0.64	0.35	0.30

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2000; Restricted to mail pieces sent by single organizations (53.2 Billion).

Over half of all Standard Mail (A) pieces (excluding packages and unsolicited publications) originate with a sender with whom a member of the household has done business with in the past. A little over 20 percent originates with a business or organization the household knows, but has not done business with, and less than 20 percent of Standard Mail (A) originates with a business or organization with which

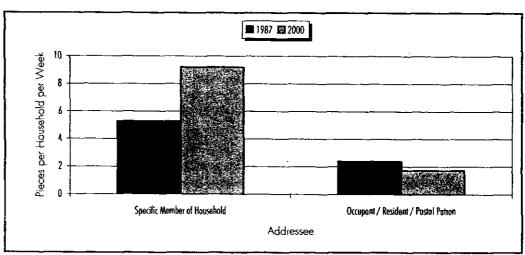
the household has no prior knowledge, association or relationship. Nevertheless, a closer look at familiarity by average pieces per week shows that households are more than three times as likely to receive Standard Mail (A) from an organization they know or have done business with as they are from an organization that no one in the household knows. Table 3.3 shows the average pieces per week received by households by sender type and familiarity.

# Standard Mail (A) Characteristics

This section profiles Standard Mail (A) by its characteristics (addressing, shape, contents and seasonal patterns) to add a broader picture of use patterns and total volumes.

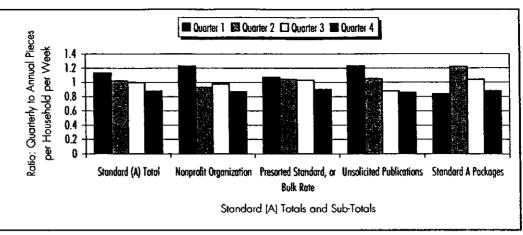
In some ways, Standard Mail (A) has changed dramatically since the beginning of the household diary study. In 1987, 5.29 pieces per household per week were addressed to a specific person, while 2.39 pieces were addressed to "occupant." Advertisers have since developed better ways to reach households. Today, more than nine (9.20) pieces per household per week are addressed to a specific person in the household, with less than two (1.73) pieces addressed to "occupant, resident, or postal patron," for a much higher ratio of specifically addressed Standard Mail (A) (See Figure 3.2).

FIGURE 3.2
Standard Mail (A) Pieces
per Household per
Week by Addressee



Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (65.6 Billion).

FIGURE 3.3
Selected Mail Classifications,
Pieces per Household per
Week by Ratio of Postal
Quarter to Annual



Base: Annual Pieces per Household Per Week, Selected Postal Classifications, Postal Fiscal Year 2000 (69 Billion).
Note: Annual Pieces per Household per Week Equal to 1.0.

**Figure** 3.3 compares each postal quarter's contribution to the annual pieces per household per week for selected postal classifications. Pieces per household per week are presented for each quarter as a ratio between quarterly averages and annual averages. A look at these seasonal patterns shows that the Presorted Standard, or Bulk Rate within Standard Mail (A) most closely mirrors seasonal patterns for total Standard Mail (A). The highest pieces per household per week are recorded in quarter one with the lowest estimates recorded in quarter four, with similar volumes for quarters two and three.

ZIP plus four usage is highly common within Standard Mail (A) and is another feature of Standard Mail (A) that changed dramatically over the life of the study. In 1987, 92.5 percent of Standard Mail (A) received by households had a five-digit ZIP code. Only two percent included the regional four-digit code. Since most advertisers today must get their mailing lists certified by USPS, and many computer programs exist to automatically add the four-digit code, most incoming mail to households should be coded in accordance with postal regulations. In fact, 74 percent of Standard Mail (A) received by households in 2000 was coded ZIP+four. Only 14 percent included a simple five-digit ZIP code 15.

However, businesses are not as efficient when it comes to listing their return address. In 2000, businesses were almost as likely to include their ZIP+four than not. A little more than 28 billion pieces simply listed a five-digit ZIP code, while 24.3 billion included the additional four digits.



The look' of Standard Mail (A) has changed over the years as well (See Table 3.4). Letter size envelopes now make up a larger portion of Standard Mail (A), and households receive twice as many of them compared to 1987. Postcards and catalogs are more common, while the use of circulars and detached label cards diminished somewhat.

TABLE 3.4

Standard Mail (A) Pieces per Household per Week by Shape,
Postal Fiscal Years 1987 and 2000<sup>16</sup>

Total Standard Mail (A) Pieces per Household per Week	7.70	12.12
Magazines/Newsletters	0.18	0.77
Flyers/Circulars	2.12	1.99
Catalog (not in envelope)	1.50	2.09
Postcard	0.20	0.69
Detached Label Card	0.61	0.28
Larger envelope	1.26	1.74
Letter size envelope	1.83	3.13
Shape of Mall Mece.		2000

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications (65.6 Billion).

<sup>&</sup>lt;sup>15</sup> The remaining two percent were without a ZIP code.

<sup>&</sup>lt;sup>16</sup> See also Appendix Table A3-5.

TABLE 3.5

Percentage of Standard Mail (A) Pieces Sent, Major Business / Organization by Shape<sup>17</sup>

Financial	56.5	22.2	1.0	1.8	0.3	4.5	9.6	2.8
Merchants	13.4	13.1	2.6	40.2	0.5	5.4	18.0	5.6
Services	29.9	15.0	1.3	6.4	0.6	11.9	26.9	6.4
Manufacturers	16.6	20.2	1.7	11.6	2.2	8.7	33.0	3.6
Government	23.8	10.1	0.4	4.8	0.6	11.4	36.8	9.7
Social/Nonprofit	43.6	16.8	0.7	3.3	0.5	5.9	18.9	9.1

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications (53.2 Billion); Estimates represent row percentages.

Note: Row Percentages do not sum to 100 due to the exclusion of unclassified cases. Restricted to Mail Pieces sent by single organization.

A look at these same characteristics by industry sender type shows which users prefer which shapes. It is important to note that the percentages shown here represent a proportion of total Standard Mail (A) originating within each industry sender type. In other words, volumes may not be the same across categories, but proportions can be compared.

Table 3.5 shows that the financial sector prefers envelopes, usually letter size, while Merchants opt for unpackaged catalogs. Services, which include utility companies and the health care and entertainment industries, use addressed circulars/flyers with about the same frequency as letter size envelopes. Manufacturers and Government display preferences for addressed circulars/flyers, while Social/Nonprofit use letter-sized envelopes most frequently.

Government and Social/Nonprofit use newspapers, magazines, and newsletters at about the same rate (9-10 percent), while Manufacturers use the largest portion of detached label cards, more than three times the rate of other business/organization types.

Standard Mail (A) package characteristics have less to do with shape than content and the use of special services, which include special handling or delivery, insurance, certification, registration and C.O.D. The use of special services is not common for Standard Mail (A) packages. Almost 92 percent of Standard Mail (A) packages are delivered without them. Of the 844 million Standard Mail (A) packages, only eleven million are tagged for special handling and an additional three million for special delivery. Three

million pieces are sent certified, with receipt requested, and an additional 2.6 million are insured.

The contents of Standard Mail (A) packages in PFY 2000 reveal why special services are used so infrequently (See Table 3.6). Audio-video materials are rarely shipped with any special services unless requested by the customer. The second highest proportion of Standard Mail (A) packages is unsolicited samples.

TABLE 3.6
Percentage of Standard Mail (A) Packages by Contents

	Padistipiora Milita Padeste
	a ki kangadang kangala
Cassette/Video/CD	19.0
Unsolicited Samples	17.8
Item ordered from Catalog	16.1
Other Mail Order	14.1
Book(s)	11.5
Item ordered from Store	5.0
Catalog	1.7
Gift from Friend/Relative	1.4
Invoice	1.4
Other Contents	13.4
Unclassified	2.2

Base: Standard Mail (A) Packages, Postal Fiscal Year 2000 (844 Million). Note: Sum greater than 100 due to multiple classification.

<sup>17</sup> Totals exclude unclassified data

# Factors Affecting Receipt of Standard Mail (A)

There are various factors that might influence an individual household's receipt of Standard Mail (A). Several of these variables are demographic, while others may have more to do with the household's behavior or characteristics.

Educational attainment is highly correlated with income and will be used in this chapter to make Standard Mail (A) volume comparisons. Figure 3.4 shows that as educational attainment increases, Standard Mail (A) volumes increase as well.

Standard Mail (A) volumes crossed by household size also have the expected effect (See Table 3.7). Since a two-person household is typically two adults, Standard Mail (A) volumes increase. The third person is typically a child (in fact, in the 2000 diary study, three person households contained the largest percentage of children under six) and therefore we expect pieces to plateau at this household size. Volumes then increase slightly as household size (and potential wage earners) increase.

TABLE 3.7

Standard Mail (A) Pieces per Household per Week by
Household Size and Household Income

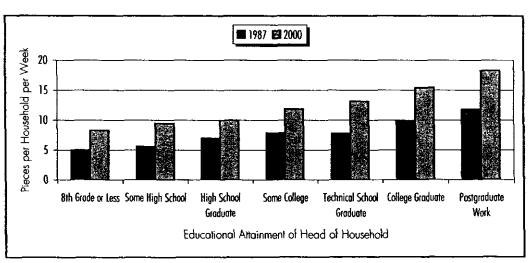
1	9.83	14.04 .
2	10.76	17.43
3	8.08	15.73
4	9.47	17.46
5 or more	12.22	17.62

Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Household Income Information collected during recruitment interview.

FIGURE 3.4

Standard Mail (A) Pieces per
Household per Week by
Educational Attainment
of Head of Household



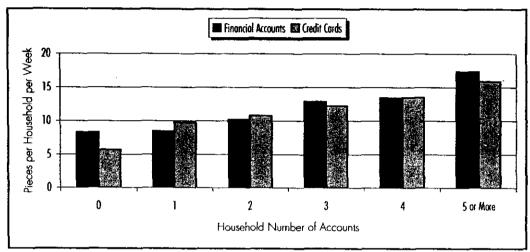
Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

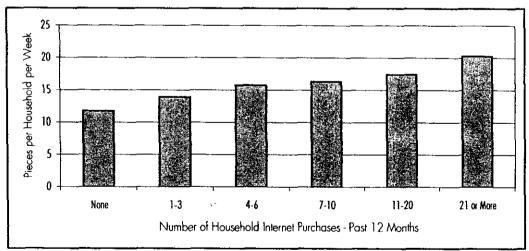
Households also have different financial characteristics or behaviors that influence their Standard Mail (A) volumes. Figure 3.5 shows that the amount of Standard Mail (A) pieces received by households increase as the number of household financial accounts and credit cards increase.

In addition, households' online purchasing affects their Standard Mail (A) volumes. The more previous purchases they have made online, the more Standard Mail (A) they receive (See Figure 3.6). This is understandable since many direct mail lists are generated from online transactions.

FIGURE 3.5
Standard Mail (A) Pieces per
Household per Week by
Household Number of Financial
Accounts / Credit Cards



Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion). Note: Account Information collected during recruitment interview.

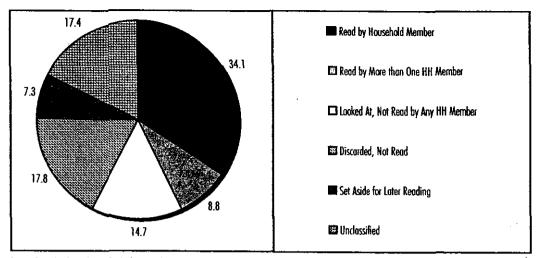


Standard Mail (A) Pieces per Household per Week by Number of Previous Household Online Purchases

FIGURE 3.6

Base: Standard Mail (A), Pastal Fiscal Year 2000 (69 Billion). Note: Internet Purchase Activity collected during recruitment interview.

FIGURE 3.7
Percentage of Standard Mail
(A) Pieces by Household
Reading Patterns<sup>18</sup>



Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2000 (65.5 Billion).

# Recipient Response to Standard Mail (A)

This section looks at the treatment of Standard Mail (A) by households to determine what, if anything, influences their decision to read, use or respond to the Standard Mail (A) they receive 18.

In general, households respond favorably to Standard Mail (A). Over half of all Standard Mail (A) is read

by at least one member of the household. Less than one-quarter is discarded without being looked at (See Figure 3.7).

Table 3.8 shows that letter size envelopes are the most likely "shape" to be read by at least one member of the household (48.5 percent), followed by catalogs not in envelopes (42 percent) and addressed flyers/circulars/folded pieces (40 percent).

Letter size envelopes are also the most likely shape of Standard Mail (A) to be discarded and not read.

TABLE 3.8

Standard Mail (A) Pieces per Household per Week, Shape of Mail Piece by Household Reading Patterns

Shape of Standard Mail (A) Piece & (percentage of total)	Member of	Read by More than One Member of HH	LOOKED AT:	Discarded) Not Read	Aside for
Letter Size Envelope (25.9)	30.5	18.0	31.0	33.3	Later 16.6
Envelope Larger than Letter Size (14.3)	17.0	12.0	17.5	17.2	12.9
Catalog in Envelope (1.5)	1.9	2.4	1.2	1.2	2.8
Catalog not in Envelope (17.3)	16.8	25.4	16.3	14.8	36.8
Detached label postcard (2.3)	1.9	1.7	3.3	3.9	0.8
Postcard (5.7)	7.1	6.2	7.1	6.7	1.6
Addressed Flyers/Circulars/Folded Piece (16.4)	17.4	22.3	18.7	18.1	15.1
Newspapers/Magazines/Newsletters (6.4)	6.2	10.5	3.8	4.0	12.7
Can't Classify (10.2)	1.3	1.5	1.0	0.8	0.7

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (65.5 Billion).

Note: Estimates represent column percentages.

<sup>&</sup>lt;sup>18</sup> Standard Mail (A) packages are excluded from this analysis since households were not asked to respond to unsolicited samples.

<sup>19</sup> See also Appendix Table A3-18.

However, they are almost twice as likely to arrive at households as envelopes larger than letter size, addressed flyers/circulars/folded pieces and catalogs not in envelopes; and at least three times as likely as every other shape within Standard Mail (A).

Households categorize 37 percent of their Standard Mail (A) as 'useful information,' while 26 percent is described as being 'neither interesting, enjoyable nor useful' and additional 15 percent as 'interesting or enjoyable.' Only five percent is labeled 'objectionable,'

A comparison of these attitudes against household familiarity with the business or organization sending the mail reveals that households are more likely to respond favorably to Standard Mail (A) from organizations with which they are familiar (See Figure 3.8). Households classified 63 percent of mail from a business or organization they recognized as 'useful.' These businesses also fared the best when households found a mail piece to be 'neither interesting or enjoyable.' However, a closer look at this data reveals less distinct preferences. For example, households declared about the same percentage of mail across all three household familiarity categories to be 'interesting or enjoyable, not useful.'

Response rates (whether or not a household said they would respond to a particular piece of mail) show a similar relationship. Households are more receptive to mail from organizations or businesses they are familiar with, as evidenced by Figure 3.9.

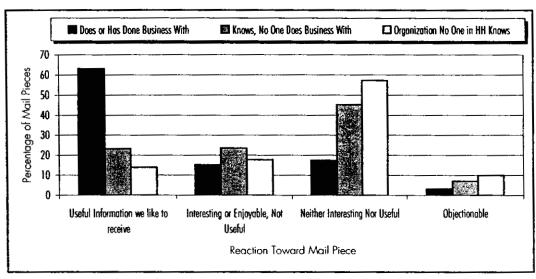


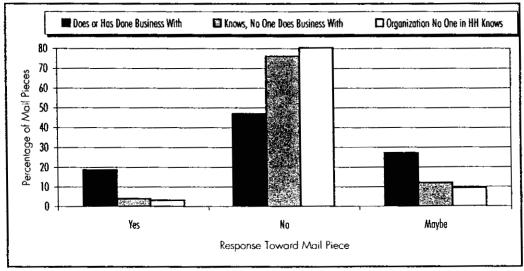
FIGURE 3.8

Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Reaction Toward Standard Mail (A) Piece

Base: Standard Mail (A), Excluding Package and Unsolicited Publications, Postal Fiscal Year 2000 (53.2 Billion).

Note: Restricted to Mail Pieces sent by single organization.

Percentage of Standard Mail
(A) Pieces, Household
Familiarity of Sender by
Response to Mail Piece



Bose: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (44.3 Billion). Note: Restricted to Mail Pieces consisting of advertising or solicitation of funds.

# **Chapter 4: Direct Mail Advertising**

Direct mail advertising has long been an effective way for businesses to reach consumers. Advertisers rely on USPS to reach new clients and repeat customers. Direct mail is a flexible approach for advertisers because it allows various forms of correspondence, i.e. letters, postcards, free samples. It is also measurable since USPS allows advertisers to track the effectiveness of their advertisements through response rates. Finally, it is private: advertisers share their offers with customers, not competitors.

This chapter presents annual advertising volumes for PFY 2000, as well as demographic factors influencing these volumes in American households. Reactions and response rates, introduced in Chapter One, are explored in greater detail here.

Accurate comparison of advertising mail volumes is difficult, since volumes were calculated differently throughout the years of the Household Diary Study. For the purposes of this report, advertising mail is classified as any advertising, promotional or sales material received by households in 2000. This description is not interpreted; it is an exact tabulation of responses from households in the diary.

Advertising mail in 2000 exists across several postal classifications, e.g. First-Class, Standard Mail (A). and Standard Mail (B). First-Class Mail and Standard Mail (A) include any advertising-only mail. promotional material/advertisements enclosed with household mail, or unsolicited publications. Standard Mail (A) and (B) packages are advertising if the household described it as an "unsolicited sample." Unaddressed material may also contain product samples or coupons, but this data is not categorized in the same fashion as First-Class, Standard Mail (A) or Standard Mail (B). There were 3.2 billion pieces of unaddressed advertising mail in PFY accounting for almost five (4.9) percent of advertising volumes<sup>20</sup>.

It should be assumed that totals represented in this chapter include both advertising-enclosed mail and advertising-only, in addition to unaddressed advertisements sent to the household in PFY 2000.

#### **Advertising Volume**

American households receive over a billion pieces of sales, advertising or promotional material (including catalogs) per week. Advertising mail is the greatest proportion of mail received by households, accounting for over half (59 percent) of the total mail received by households in 2000.

American households receive over a billion pieces of sales, advertising of promotional material per week.

Total advertising volumes in 2000 exceeded 72 billion pieces. By comparison, bills are the next largest proportion of mail received by households at 16 billion pieces annually.

Within each postal classification, advertising mail is categorized in a variety of ways. First-Class advertising mail is sent either regular First-Class, presorted First-Class, automation presort or automation carrier route. Standard Mail (A) advertising mail can be standard, presorted standard or bulk rate, standard or bulk rate enhanced carrier route, nonprofit or nonprofit enhanced carrier route. Standard Mail (B), the least expensive of the three classifications, is mailed parcel post, DBMC parcel post, bound and printed matter or special standard mail.

<sup>20</sup> Unaddressed materials are part of total advertising volumes, but are not compared against volumes reported within postal classifications.

Table 4.1 is a breakdown of total advertising mail volumes by postal classification, including the subcategories to those classifications described above<sup>21</sup>. The advertising volumes represented in the table do not include advertising mail described by the household as a "solicitation for funds" or "request for donation." Requests for donations account for just over nine hundred million pieces (9.45) of First-Class mail and over six billion (6.27) within Standard Mail (A). If these totals are combined with total advertising volumes, then households received over 81 billion pieces of advertising mail in 2000, less than one percent of which were requests for donations.

As shown in the Table 4.1, the large majority of advertising mail received by households is sent Standard Mail (A). Standard Mail (A) is driven by the use of several rates, namely presorted standard and bulk rate, but more specifically, presorted standard or bulk rate and enhanced carrier route, the so-called "saturation" and "high density" rates. Almost half of the users of this rate are department/discount stores or mail order companies. This classification alone makes up 19 percent of annual advertising volumes and accounts for close to three pieces of household advertising mail weekly.

TABLE 4.1

Advertising Mail by Postal Classification, Percentage of Total Advertising and Pieces per Household per Week

S Awerising Volume rolals	Pieces per Household	
Domestic First-Class Mail Pieces	Sper Week 3.11	Advertising 23.3
Advertising Only	0.28	2.1
Advertising Enclosed	2.83	21.1
Standard Mail (A)	9.65	72.1
Presorted Standard, or Bulk Rate	7.98	59.6
Nonprofit Organization	1.14	8.5
Unsolicited Publications	0.42	3.1
Commercial	0.32	2.4
Nonprofit	0.10	0.8
Unsolicited Samples (All Postal Classes)	0.04	0.3
Standard Mail (A) Unclassified	0.11	0.8
Unaddressed Material	0.59	4.4
Total Advertising	12.80	100.0

Base: Advertising Mail Pieces, Postal Fiscal Year 2000 (72.4 Billion).

<sup>21</sup> Standard Mail (B) is the only exception. Due to low volumes in the study, percentages were too small to be noteworthy, and therefore, only Standard Mail (B) totals are represented here. For the purposes of this chapter, First-Class volumes will be compared against Standard Mail (A) only.



First-Class advertising makes up almost one quarter of all advertising mail and is used primarily by the financial sector. Thirty-nine percent of all First-Class advertising originates here (See Table 4.2). Financial advertising is defined as advertising from a credit card company, bank, credit union, securities broker, money market account, insurance company, or real estate broker. In contrast, only 17 percent of Standard Mail (A) advertising originates in the financial sector.

Merchants, such as department stores, mail order companies or publishers, are the second highest user of First-Class advertising, followed by Services (utilities. medical professionals  $\mathbf{or}$ insurance companies, computer companies, entertainment) and Social/Nonprofit (political, charitable or nonprofit organizations). This group of advertisers drives the volumes of Standard Mail (A) advertising to American households. Over 50 percent of all Standard Mail (A) advertising mail originates in this sector and results in four pieces of advertising mail per week to households. The financial sector is a distant second, sending 17 percent of their advertising mail Standard Mail (A), followed by Social/Nonprofit and finally, Services.

When taking note of this rank order, it is obvious that these four user categories generate a large percentage of advertising mail to households. Their combined percentage within each postal classification exceeds 90 percent.

TABLE 4.2

Advertising Mail by Major Business / Organization, Percentage of Total Advertising and Pieces per Household per Week, First-Class and Standard Mail (A)

Major		ST-CLASS:		AROMAIP/Ay-1000 Ikayeneyarakan
Business / Organization	Places per Household per Week	% of First-Class Advertising		% of Standard Mail (A) Advertising
Financia <b>l</b>	1.22	39.3	1.43	17.3
Merchants	0.88	28.2	4.24	51.1
Services	0.71	22.8	1.08	13.0
Manufacturers	0.06	2.0	0.16	1.9
Government	0.05	1.6	0.17	2.1
Social/Nonprofit	0.16	5.3	1.09	13.2
Unclassified	0.03	0.9	0.11	1.3
Total	3.11	100.0	8.28	100.0

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion; Standard Mail (A): 52.4 Billion).

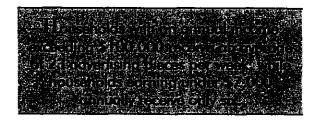
Note: Standard Mail (A) Advertising Mail Pieces restricted to mail received from single organization only.

### Factors Affecting Advertising Volume

It is interesting to look at how demographic factors for households may affect their mail volumes, in this case, the amount of advertising mail received by the household. In most cases, income, educational attainment and age of head of household, as well as household size, are compared against total volumes to observe a relationship. This chapter uses these demographic characteristics, with the exception of Whereas income and education can indicate socioeconomic status, age in itself means little unless we determine the ages of all household members. resulting in a mean age per household. Additionally, this measure has potential for error, as older or younger members of the household can distort the mean.

The first household characteristic analyzed is income. Figure 4.1 shows advertising volumes across all postal classifications increasing with income.

Households with an annual income exceeding \$100,000 receive an average of 23 advertising pieces per week, while households earning under \$7,000 annually receive only 6.1.



Additional analysis shows that Standard Mail (A) advertising mail also increases at a more rapid pace than First-Class across income categories. When observing differences across collapsed income categories (households with annual incomes below \$50,000 and those above \$50,000), Standard Mail (A) increases at nearly three times the rate of First-Class: 23 percent compared to eight.

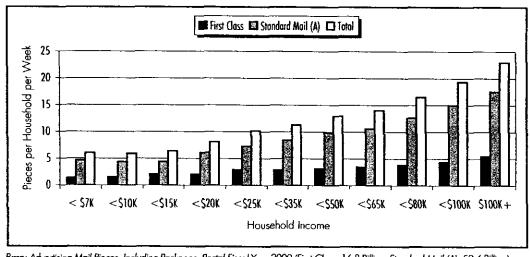
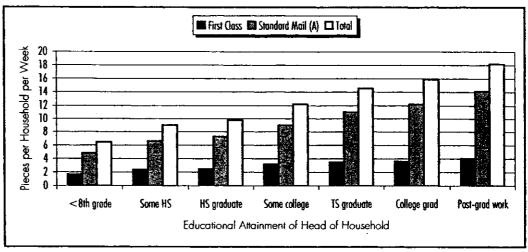


FIGURE 4.1

Advertising Pieces per Household per Week by Postal Classification and Household Income

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion). Note: Household Income Information collected during recruitment interview.

Advertising Pieces per Household per Week by Postal Classification and Education of Head of Household



Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion).
Note: Education of Head of Household collected during recruitment interview.

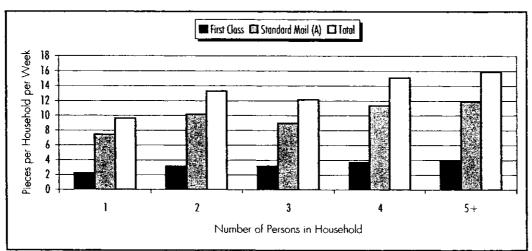


FIGURE 4.3

Advertising Pieces per Household per Week by Postal Classification and Household Size

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion). Note: Household Size Information collected during recruitment interview.

The second factor, educational attainment, displays a similar relationship (See Figure 4.2). As educational attainment increases, households receive a higher volume of advertising mail. Households where the head of household did postgraduate work receive three times as much mail as those where the head of household has an eighth grade or less education. Again, a higher rate of change is observed in Standard Mail (A) than in First-Class, but the difference is cut in half: 33 percent across Standard Mail (A) and 15 percent across First-Class<sup>22</sup>.

The relationship between household size and advertising volumes does not follow the same pattern demonstrated in income and educational attainment (See Figure 4.3). There is a slight drop in mail volumes for three-person households. Instead of an ascending curve to the right, there is more of a plateau. This is expected, since additional household members are typically children who do not generate high volumes of advertising mail. In fact, the three-person households observed in the 2000 study contained the largest percentage of children under age six.

<sup>&</sup>lt;sup>22</sup> For the purposes of this analysis, educational attainment was separated by those who attended college or technical school and those who did not.

### **Attitudes Toward Advertising**

Households demonstrated a declining interest in advertising mail overall since 1987. Respondents rated their attitudes about advertising mail using a scale of 'would like more,' 'some are interesting' and 'wish there were less.' Table 4.3 indicates that 55 percent of households wish they received less advertising mail in 2000, compared to 30 percent in 1987. The percentage of advertising mail households find interesting, i.e. are likely to read, fell from almost 63 percent in 1987 to 38 percent in 2000.

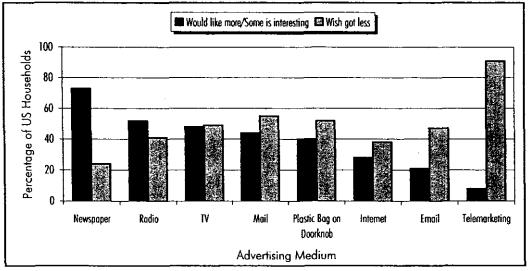
Beyond declining attitudes toward advertising mail overall, the results show that American households distinguish between different types of advertising. Based on the same scale of attitudes from Table 4.3, households gave higher negatives than positives for nearly all of the eight advertising mediums tested, with the exception of newspaper and radio (See Figure 4.4). Telemarketing fared the worst, followed by mail, plastic bags on doorknobs, television, e-mail, radio, Internet and finally, newspaper.

TABLE 4.3
Attitudes Toward Advertising Mail — Trends
Percentage of Households

Wish there were less	30.4	57.1
Some are interesting <sup>23</sup>	62.5	36.7
Would like more	5.6	5.4

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).
Note: Estimates derived from information collected during recruitment interview.

FIGURE 4.4
Household Attitudes Toward
Advertising Mail by Medium



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Estimates derived from information collected during recruitment interview.

<sup>&</sup>lt;sup>23</sup> Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000.

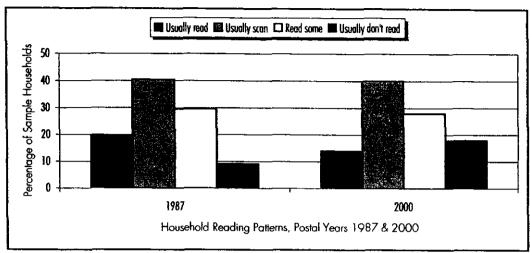


FIGURE 4.5
Household Reading
Patterns of Advertising
Mail - Trends

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Estimates derived from information collected during recruitment interview.

Households' treatment of advertising mail changed in two significant ways since 1987. First, the percentage of those who "usually read" fell (See Figure 4.5). Second, the percentage of those who "usually don't read" doubled. In 1987, nine percent of households said they usually do not read their advertising mail, compared to 18 percent in 2000. However, the percentage of households that "usually scan" has remained consistent over the life of the study.

When household reactions to advertising mail by class were analyzed, Standard Mail (A) received a more favorable response than First-Class (See Table 4.4). In fact, households labeled 59.9 percent of Standard Mail (A) "useful" or "interesting," compared to 51 percent of First-Class mail. As a result, households labeled 40.6 percent of First-Class advertising mail "not interesting" or "objectionable," compared to roughly 35 percent of Standard Mail (A). Unaddressed mail, while not a classification, received a favorable response by households, who described nearly sixty percent of it as interesting or useful<sup>24</sup>.

TABLE 4.4

Attitudes Toward Advertising Mail by Postal Classification,
First-Class and Standard Mail (A), Percentage of Mail Pieces

Reaction to Mail Piece	Fiel-Cas	Standard Mails
Useful	35.9	43.7
Interesting	15.1	16.2
Not Interesting	34.4	29.6
Objectionable	6.2	4.9

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (First-Class: 15.3 Billion; Standard Mail (A): 49.9 Billion).

<sup>&</sup>lt;sup>24</sup> Note that unaddressed advertising mail volumes are only 3.2 billion pieces annually.

#### Response to Advertising

Response rates are relatively consistent across postal classifications. There is a perception by marketers that households are more responsive to First-Class mail: it is usually personally addressed to someone in the household and has a more official appearance. In fact, households are quicker to dismiss First-Class advertisements than Standard Mail (A), something for advertisers to note (See Table 4.5). When asked whether anyone in the household considered responding to the advertisement, 24.2 percent of First-Class advertising received a favorable response (yes or maybe), compared to 32 percent of Standard A higher proportion of credit-card solicitations within First-Class advertising could explain the higher proportion of negative responses to advertising. In fact, credit-card First-Class solicitations make up the largest percentage of First-Class advertising mail pieces in PFY 2000.

Households typically respond to advertising mail through the mail, as shown in Table 4.6. They are nearly twice as likely to do so than by phone or in person, at least in the case of First-Class mail. The varying types of advertising mail sent in each class can explain different response rates between the First-Class and Standard Mail (A) advertising. Previous data explained in this section allows that 40 percent of First-Class advertising comes from the financial sector, which lends itself to response by mail. For example, responses to credit card solicitations, loan offers, or life insurance require the completion of a written application.

In contrast, Standard Mail (A) advertising, driven by merchants, might consist of department store advertisements, or offers from other local merchants, warranting an "in-person" response.

TABLE 4.5

Likelihood of Response to Advertising Mail Piece by Postal Classification, Percentage of Mail Pieces

100 mg/s		
Yes	11.3	11.7
No	65.5	59.4
Maybe	12.9	20.2

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications (First-Class: 15.3 Billion; Standard Mail (A): 40.6 Billion).

TABLE 4.6

Type of Response by Household to Advertising Mail,
Percentage of Mail Pieces

Type of Respons	120,400 cl 0-23 (13)40 cl 123 (13)40 cl	9/9 Tolds Sländara Mail (A)
By Mail	43.7	34.5
By Phone	21.3	23.5
In Person	25.8	32.8
By Fax	0.3	0.2
Via Internet	3.8	2.7
Other	1.1	0.1

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications (First-Class: 3.7 Billion; Standard Mail (A): 13.0 Billion).

Note: Base represents Households responding Yes or Maybe to Response Question.



## **Chapter 5: Periodicals**

Periodicals mail, formerly Second Class, consists largely of daily or weekly newspapers, weekly or monthly magazines, and any other periodic newspapers or magazines sent to households in 2000. The Periodical Volumes presented in this chapter include only those delivered by USPS. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or grocery store are not included in household diary data. In addition, the volumes presented here are only a portion of total Periodicals Volumes, since over a quarter of periodicals are received by nonhouseholds, such as doctors' offices or other businesses.

# Total Periodicals Volumes Destinating in Households

Of the mail pieces sent to households in 2000, 7.2 billion pieces were periodicals. This equates to 70 percent of all periodicals and five percent of the total domestic mail to households. Table 5.1 shows a breakdown of periodicals received by households in 2000.

Households receive an average of 1.32 periodicals per week. Almost half of all periodicals are monthly magazines (46.2 percent). The next largest percentage is weekly magazines, followed by other periodic magazines (quarterly, bi-annual, etc.). Newspapers make up nearly 30 percent of periodicals in 2000.

A closer look at these volumes by sender type shows that publishers, rather than member organizations, send the vast majority of periodicals (See Table 5.2). Member organizations include unions, nonprofit or religious organizations, and professional affiliations. Table 5.2 reveals that member organizations mail only slightly more than 20 percent of all periodicals to households, mostly publications from professional organizations. "Commercial Organization" is the largest contributor to household Periodicals Volumes, accounting for an average of almost one piece per week per household.

TABLE 5.1
Periodical Pieces per Household per Week and
Percentage of Total by Type

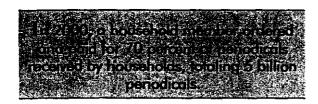
Daily Newspaper	0.14	10.7	
Weekly Newspaper	0.15	11.6	
Other Newspaper	0.05	4.0	
Total Newspapers	0.34	26.3	
Weekly Magazine	0.23	17.6	
Monthly Magazine	0.61	46.2	
Other Magazine	0.13	9.9	
Total Magazines	0.97	73.7	
Total Periodicals to Households	1.32	100.0	

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

TABLE 5.2
Periodical Pieces per Household per Week and
Percentage of Total by Sender Type

	Pierce pe As Ottorrefre (es	vástrojal
Sender Type 2/ 4 Policy A 2 Series		skej kelteres
Commercial Organization	0.94	71.1
Professional Organization	0.14	10.4
Religious Organization	0.09	6.8
Educational Organization	0.06	4.8
Union	0.03	2.0
Charitable Organization	0.02	1.5
Veteran's Organization	0.01	0.9
Unclassified	0.03	2.5
Total	1.32	100.0

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).



Supporting the data is an overview of Periodical Volumes by type of subscription (See Table 5.3). As shown in the above table, 'Commercial Organization' accounts for the largest volumes by sender type. In 2000, a household member ordered and paid for 70 percent of periodicals received by households, or more than 5 billion periodicals. An additional 21.2 percent, or 1.5 billion, were free — either ordered by household member or delivered as a benefit of membership in an organization.

# Total Periodicals Received by Other Means

While the diary study records incoming mail to households delivered by USPS, households also received periodicals through other means (e.g. newsstand or private delivery). Volumes were collected during the recruitment interview of the 2000 diary study.

The survey captured the number of newspapers or magazines (ordered by a household member) a household receives by mail and the periodicity of the publications; i.e. how many are daily newspapers, how many are monthly magazines, etc. Next, the survey collected information about how many different newspapers or magazines the household receives that do not come through the mail, along with the periodicity questions.

In 2000, households estimated that they received 5.2 billion newspapers or magazines through means other than USPS. Table 5.4 compares newspaper and magazine volumes, received by mail and not by mail, using 1987 and 2000 totals from household recruitment interviews.

According to households, the number of periodicals received by mail decreased slightly since 1987. Data shows little significant variation for those periodicals households say they received by mail.

In addition, households say they received fewer periodicals through other means. The average pieces households received per week fell from 2.3 in 1987 to 1.6 in 2000.

TABLE 5.3
Percentage of Total Periodicals by Type of Subscription

Paid, Ordered by Household Member	70.3
Free, Ordered by Household Member	8.0
Free, Came with Membership	13.2
Gift Subscription from Friend/Relative	4.6
Other Subscription	1.4

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion). Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

TABLE 5.4

Newspapers and Magazines, Pieces per Household per Week,

Manner of Receipt

Total Pieces per Week	3.78	3.71	2.33	1.60
Magazines	3.23	3.21	1.10	0.68
Newspapers	0.55	0.50	1.23	0.92
Periodical Type	1987	2000	Girt.	2000
	Rereji			ilden.

Base: Periodicals Received by Households, Postal Fiscal Year 2000.
Note: Estimates derived from information collected during recruitment interview.

# Factors Affecting Receipt of Periodicals

There are various factors that might influence a household's receipt of periodicals. Several of these variables are demographic while others are geographic.

Income would seem to influence volumes since periodicals are typically received through a paid

subscription (55 percent in 2000). Figure 5.1 shows that as income increases, Periodical Volumes increase.

Educational attainment — is highly correlated with income and is used in this chapter to make Periodicals Volume comparisons. Figure 5.2 shows that as educational attainment increases, households receive more periodicals. However, volumes for college graduates and those who have done postgraduate work fell considerably since 1987.

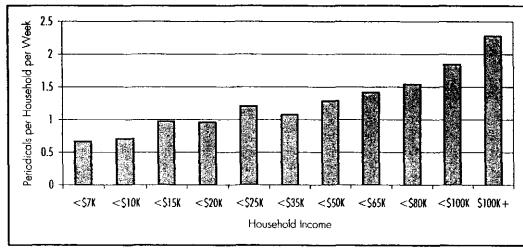
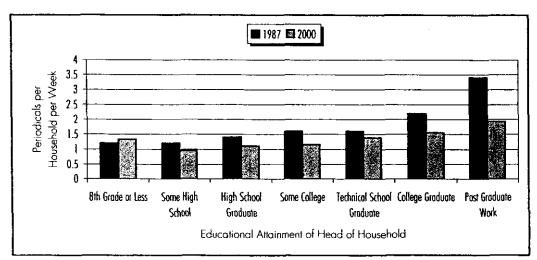


FIGURE 5.1
Periodicals per Household per
Week by Household Income

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion). Note: Income Information collected during recruitment interview.

> Periodical Pieces per Household per Week by Educational Attainment



Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

#### Satisfaction with Delivery

Arrival times and delivery patterns are important to USPS customers and are therefore analyzed in the household diary study. Each time a household logs a piece of periodicals mail, they comment on its arrival time and the convenience of its delivery. For example, was the piece late? Was it so late that it caused the household difficulty or inconvenience? Or is the delivery date irrelevant? Table 5.5 shows arrival times of periodicals for all households.

Arrival times for periodicals are not problematic; in fact, of those pieces that were expected to arrive on a particular day, more than 93 percent arrived on time or earlier than expected. Households are twice as likely to receive their periodicals earlier than expected, rather than later.

Figure 5.3 looks at the percentage of periodicals that either arrive on the day expected or earlier than expected. The Northeast receives the highest percentage of on-time periodicals at 95.6 percent, while the remaining geographic regions fluctuate between 92.5 and 93.6 percent. This means

TABLE 5.5
Periodical Pieces per Household Per Week and
Percentage of Total by Arrival Times

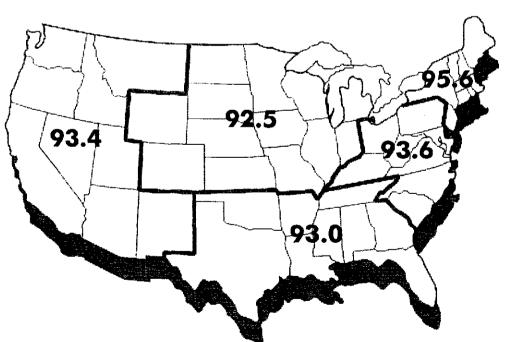
Earlier than Expected	0.13	8.4
On Day Expected	0.60	45.5
Later than Expected	0.05	3.8
Not Expected to Arrive on Particular Day	0.52	39.4

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion). Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

that on average, out of every one thousand periodicals that are expected to arrive on a particular day, only 44 arrive late in the Northeast, with slightly higher numbers of periodicals that arrive late in the rest of the country.

This difference could be due to the smaller geographic area of the Northeast, higher net residential density, or a disproportionate number of periodicals may simply originate there.

FIGURE 5.3
Percentage of Periodicals
Arriving On-Time by
Geographic Region



Base: Periodicals Received by Households (Expected to arrive on a particular day), Postal Fiscal Year 2000 (4.1 Billion). Note: Geographic Region Information collected during recruitment interview.

Of the 7.2 billion Periodicals mailed to households in 2000, less than one percent arrived so late as to cause inconvenience to households. This percentage is slightly less than in 1987. Table 5.6 shows households' need for delivery of Periodicals in 2000, as compared to 1987.

In Table 5.7, totals across delivery categories are compared by geographic region. The data shows that households in the central region account for the largest percentage of late-arriving mail. In fact, this region is at least two times as likely as every other geographic region to receive Periodicals mail late.

TABLE 5.6
Periodicals — Percentage of Total by Attitude Toward Timing of Arrival

Could Arrive Later/No Difficulty	40.2	32.2
Should Come on Proper Day	19.5	25.2
Has No Regular Delivery Day	9.0	17.4
Arrives Late/Causes Difficulty	0.9	0.8
Delivery Date Not Important	22.7	20.3
Other	0.4	0.2
Don't Know/No Answer	7.2	· 3.8
Total	100.0	100.0

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

TABLE 5.7

Periodicals — Percentage within Attitude Toward Timing of Arrival by Geographic Region

Athitude Toward  * Timing of Arrival	East	North cist	5 Seum	Centrol 6	West
Could Arrive Later/No Difficulty	18.3	17.6	26.5	20.6	17.0
Should Come on Proper Day	15.1	17.4	31.4	23.5	12.6
Has No Regular Delivery Day	18.2	17.1	30.3	19.7	14.7
Arrives Late/Causes Difficulty	16.7	7.8	16.2	45.9	13.4
Delivery Date Not Important	16.1	18.1	30.4	21.4	14.0
Other	9.9	57.8	7.3	22.3	2.6

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

Note: Estimates represent row percentages.



## Chapter 6: Packages

The diary study collects a variety of information about the packages received and sent by households in PFY 2000. This information includes package classification, delivery method, use of special services, sender type, contents and reason for sending the package. This chapter presents an overall picture of package volumes as well as characteristics of households who sent and received packages using USPS in PFY 2000.

There are various classifications available for households and nonhouseholds to send packages through USPS. They are: First-Class, Priority and Express, Standard Mail (A) (nonhouseholds only), Standard Mail (B) and Special Standard.

First-Class mail receives prompt handling and transportation. It is generally delivered overnight to locally designated cities and within two days to locally designated states. Delivery by the third day can be expected for outlying areas. Priority mail offers preferential handling and expedited delivery. All First-Class mail exceeding 13 ounces is treated as Priority. Express mail is the fastest mail delivery service the USPS offers. It provides guaranteed overnight delivery service 365 days of the year and is automatically insured up to \$500. Standard Mail (A) is used primarily by retailers, catalogers and other advertisers to promote their products or services. It has minimum volume requirements and is often used to send items ordered by households. Standard Mail (B) consists of mailable matter that is not required to be mailed as First-Class, not mailed as Standard Mail (A), and not entered as Periodicals. It must weigh over a pound. Standard Mail (B) consists of several subclasses, including Parcel Post, Bound Printed Matter, and Special Standard (a special category for books, film, printed music and test materials, manuscripts, sound recordings and readable media). Advertising restrictions apply.

#### Packages Received by Households

Households received 3.4 billion packages in 2000, a significant increase from 1.2 billion<sup>25</sup> in 1987. In 2000, households received an average of 0.64 packages per week per household, compared to 0.26 in 1987.

USPS delivered seventy-one percent, or approximately 2.5 billion of these packages. This includes First-Class, Priority and Express, Standard Mail (A) and (B), as well as packages delivered to foreign destinations (See Table 6.1). The second most common delivery method was UPS Ground Service, at 8.1 percent or 278 million packages.

Households received 3.4 billion packages in 2000, a significant increase from 1.2 billion in 1987.

Previous data presented in Chapter Three illustrates that a large proportion of Standard Mail (A) packages were sent to households in response to an order by a member of the household. Not surprisingly, Standard Mail (A) and Standard Mail (B) packages make up almost two-thirds of all packages received by households in 2000, since both classifications are used for this type of delivery. Priority and Express packages account for the smallest portion of USPS-delivered packages received by households in 2000.

TABLE 6.1

Packages Received by Households and Delivered by USPS,
Percentage of Total

Total Packages	100.0
Unclassified	2.4
Foreign Packages	0.3
Priority and Express	18.5
First Class	19.4
Standard Mail (B)	24.1
Standard Mail (A)	35.3
Postal Class	% of Packages Received

Base: Packages Received by Households & Delivered by USPS, Postal Fiscal Year 2000 (2.5 Billion).

<sup>&</sup>lt;sup>25</sup> Volumes calculated using 1987 mean volumes and "Intercensal Estimates of Total Households." July 1, 1987, Bureau of the Census. Issued October 1994. There were an estimated 88.8 million households in 1987.

#### Received Package Characteristics

Sixty percent of packages received by households, or slightly more than two billion packages, were sent by a business to a household member. These deliveries were either in response to an order from a household or for another reason, such as a free gift in exchange for membership. Households sent only nine percent of packages received by households in 2000.

In fact, a closer look at sender type and contents among packages received showed that 80.5 percent of items ordered from a catalog or retail store and sent to a household were mailed using USPS<sup>26</sup>. USPS is also retailers' delivery method of choice for 92 percent of books and audio materials sent to households and almost 100 percent (99.4) of unsolicited samples or advertising.

Retailers, or merchants as they are called in the HDS, are the largest user for every delivery method. They are responsible for 61 percent of packages delivered to households by USPS.

Special services available for a fee in addition to postage included special handling, insured mail, collect on delivery (COD), registered mail and certificate of mailing. Special handling made up the only significant percentage of selected services, which is 2.4 percent (81.6 million) of total packages received by households in 2000. Special handling provides preferential handling but not preferential delivery and was available for First-Class Mail, Priority Mail and Standard Mail (B).

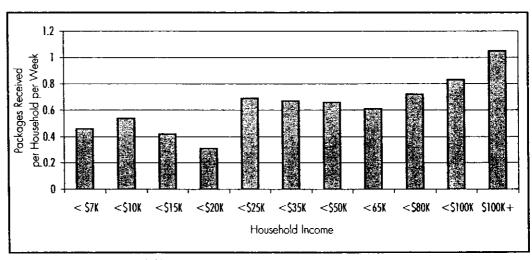
#### Factors Affecting Package Receipt

Package receipt increases with income in 2000 but levels off across middle-income categories (See Figure 6.1). This could be due to household purchasing patterns changing with income.

In PFY 2000, almost one-quarter of households with an annual income exceeding \$64,000 has five or more credit cards from retail stores, compared to 13 percent of households earning between \$25,000 and \$50,000 annually. The same ratio is true for major credit cards, e.g. MasterCard and Visa. In fact, the average number of major and retail credit cards per household is 4.0 for households earning \$25,000 to \$45,000 annually and 6.3 among households with annual incomes exceeding \$65,000.

FIGURE 6.1

Packages Received per
Household per Week by
Household Income



Base: Packages Received by Households, Postal Fiscal Year 2000 (3.4 Billion). Note: Household Income Information collected during recruitment interview.

<sup>26</sup> It should be noted that these are not mutually exclusive categories since households were allowed to select more than one content and sender type.

Other behavior patterns (or simply a smaller sample size) may contribute to the higher mean in the initial education category in Figure 6.2. Nonetheless, as educational attainment increases, package receipts increase. It is worth noting that the highest mean within educational attainment at the postgraduate level is .83, while the highest mean by income, and for households whose incomes exceed \$100,000 annually, is 1.1.

#### Packages Sent by Households

American households sent 638 million packages in 2000, using USPS 85.3 percent of the time. Households demonstrate a clear preference for First-Class, Priority and Express mail (See Table 6.2), sending 70 percent of their packages using these methods.

UPS Next Day Air, UPS Third Day Select and UPS Ground combined for an additional 16 percent. Households are typically sending the package to a friend or relative (See Table 6.3).

#### Factors Affecting Packages Sent

The household diary study captures additional characteristics of households that sent packages in 2000. This portion of the study takes a closer look at household-level behavior, with minimal interference by nonhouseholds. The volumes tend to be misleading however since households may change their behaviors during the week they complete the diary. It is assumed that volumes are slightly higher than reported.

TABLE 6.2

Packages Sent by Households using USPS,
Percentage of Total by Postal Classifications

Priority & Express	43.1
First Class	27.0
Special Standard/Parcel Post	13.5
Standard	10.5
Foreign Packages	2.8
Unclassified	3.0
Total Packages	100.0

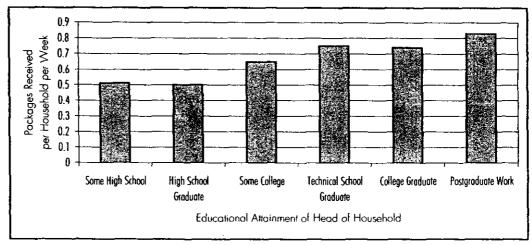
Base: Packages sent by Households using USPS, Postal Fiscal Year 2000 (355.6 Million)

TABLE 6.3
Reasons for Sending Packages

Total	100.0
Other	21.8
Returning Unsolicited Merchandise	3.4
Returning Merchandise Ordered	22.6
Gift or Other Item sent to Friend or Relative	52.2
Reason 20 Charles	% of Packages Sent

Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million). Note: Percentages based on valid responses only.

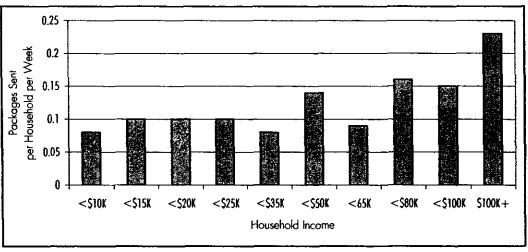
FIGURE 6.2
Packages Received per
Household per Week
by Educational Attainment of
Head of Household



Base: Packages Received by Households, Postal Fiscal Year 2000 (3.4 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

FIGURE 6.3
Packages Sent per Household
per Week by Household Income



Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million). Note: Household Income Information collected during recruitment interview.

0.25 per Mousehold per Week 0.2 Packages Sent 0.15 0.1 0.05 a Some High School High School Some College Technical School College Graduate Postgraduate Work Graduate Graduate Educational Attainment of Head of Household

FIGURE 6.4
Packages Sent per
Household per Week by
Educational Attainment of
Head of Household

Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).

Note: Educational Attainment of Head of Household collected during recruitment interview.

Figures 6.3 and 6.4 complete the picture of packages sent by households in 2000, comparing packages sent against household income and educational attainment. This data mirrors package receipts comparisons, but on a much smaller scale. In the case of income, higher income households tend to send more packages. Dips in this curve are most likely due to smaller sample sizes within each category.

In general, educational attainment has a positive impact on the number of packages sent. While differences in the number of packages sent seem to fluctuate among lower levels of educational attainment, the positive impact of higher education (i.e. college graduate, postgraduate work) appears to maintain a strong effect.

Packages sent by households are relatively consistent across geographic regions (See Table 6.4).

 TABLE 6.4

 Packages Sent per Household per Week by Geographic Region

Géographic Region	Packager Sentaper Household per Week
East	0.12
Northeast	0.14
South	0.11
Central	0.09
West	0.14

Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).

Additional factors might also influence when households use USPS to send their packages. For example, are households that rent PO boxes more likely to use USPS to mail their packages? Do they visit the post office more frequently? Recruitment data was analyzed to determine whether there was a relationship between these household characteristics.

Results indicate that use of a PO box does not influence a household's decision to use USPS. Households with a PO box use USPS to mail their packages 61 percent of the time, choose a private mailing service or shipping company 30 percent of the time, and the remaining portion say they use neither.

These percentages are not significantly different from those households who do not have a PO box. The latter use USPS 58 percent of the time, opting for an alternative shipping method 29 percent of the time.

Households' primary reason for choosing another delivery method over USPS is that they find the other service is more convenient or simply closer (32 percent), offers longer or later hours (eight percent), has faster overnight delivery (eight percent) or a shorter wait time since it is less crowded (six percent).



## **Chapter 7: Electronic Communication**

The use of technology has increased steadily throughout the past decade and is affecting the way households communicate and do business. While email is an essential piece of almost every office environment, American households have gained access at a slower rate. This makes it difficult to assess what impact the Internet is having on various types of business, specifically the USPS.

Historically, U.S. households relied extensively on USPS handle personal and to business communications. For example, bill payments are made almost exclusively by mail (See Chapter 2). However, as technology becomes more affordable. more households look to the Internet for services. As a result, it is in the interest of USPS to monitor household ownership of personal computers, access to the Internet and various other related factors in an effort to anticipate the needs of American consumers in the future. This issue raises several questions that deserve further discussion: Who is a typical Internet user? Who are the technology adapters: those people most likely to use more technology as it becomes available? How common is Internet usage in American households today and what services are consumers looking to the Internet to provide? Does Internet access significantly influence a household's reliance on USPS?

This chapter presents the most current information available about who is most likely to use the Internet and how they are using it. One fact: household access to technology is increasing rapidly across traditional barriers of income and education. Watching these households is the key to understanding how the Internet will change traditional mail in the future.

#### Profile of a Likely Internet User

Likely Internet users, and therefore households which have the easiest access to diversion-related technologies, generally live in a household whose income exceeds \$65,000, where the head of household is a high school graduate, has at least some college education and might describe themselves as a white collar professional.

Households in this income level typically have a personal computer or PC (88 percent in PFY 2000), access to the Internet (80 percent of those with a PC), and use e-mail to communicate with others (75 percent of those with Internet access). Eighty-four percent of these households have heard of Internet bill pay services, but only 10 percent pay any bills via the Internet. However, it is significant to note that this total represents a sizeable difference when compared to lower income categories. Households with annual incomes of \$65,000 or more are ten times more likely to pay their bills online as those earning under \$25,000 annually, and twice as likely as those earning \$50,000 to \$64,999 annually.

#### A Likely Internet User:

Lives in a household whose annual income exceeds \$65,000; possesses at least some college education; owns a PC with Internet access; enjoys e-mailing; is aware of Internet bill payment services and may use them; makes one online purchase per month.

The bills these households pay online are essentially evenly dispersed over all categories. These households are just as likely to pay their telephone bill online as their credit cards, utilities, or even their mortgage. When asked why they use the Internet to pay these bills, 85 percent cite it is easy to use, while an additional four-percent says it saves time. It is also worth noting that seven percent of these households say that they receive bills via the Internet.

Higher income households also communicate and make more purchases online than other income categories. In fact, these households average one online purchase per month compared to only 0.16 for households with annual incomes less than \$25,000. They send an average of about three (2.54) electronic greeting cards per month and four (4.29) e-mails per month overseas.

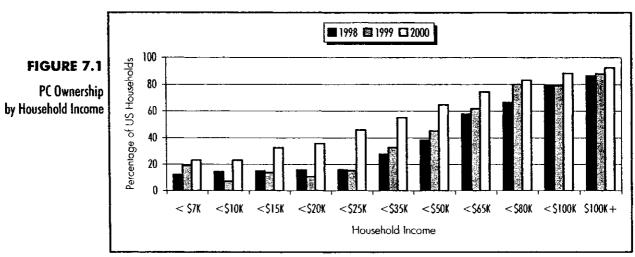
#### Access to Technology

Fifty-eight percent, or over 60 million households, own a PC<sup>27</sup> with the ability to own a PC largely dependent on income. More than ninety percent of households with an annual income exceeding \$100,000 own a PC, compared to 23 percent of those with annual incomes under \$7,000 (See Figure 7.1). Generally, computer ownership is more widespread across all income categories. In PFY 2000, more households in middle-income categories said they have a PC (See also Appendix Table A7-1) compared

to PFY 1999 totals. In addition, a large percentage of households in lower income categories anticipate getting a PC in the near future (See Figure 7.2).



PC ownership is most prevalent in households with three or more members, and is crossing traditional educational attainment barriers. Slightly more than



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Question changed in PFY 1999 from "Does this household have a personal computer?" to "Does your household own one or more personal computers?" in PFY 2000.

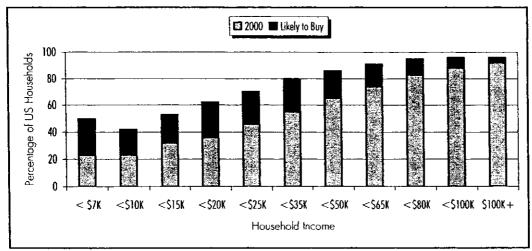


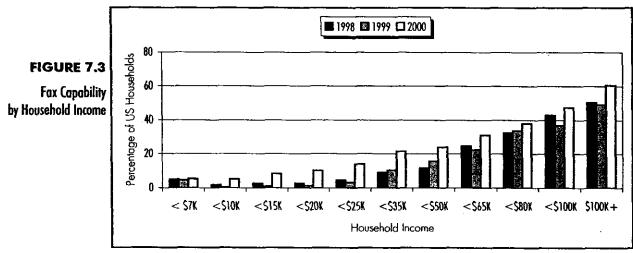
FIGURE 7.2

PC Ownership in 2000 and Those Likely to Buy a PC by Household Income

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Question changed in PFY 1999 from "Does this household have a personal computer?" to "Does your household own one or more personal computers?" in PFY 2000.

<sup>&</sup>lt;sup>27</sup> There were 104.8 million households in the US in 2000. Source: Current Population Survey. March 2000. Bureau of the Census. An expansion factor of 10811.0 was used to compute all volumetric totals.



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

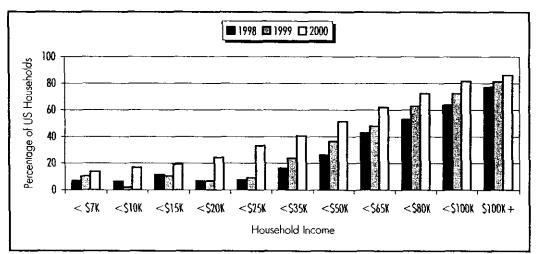


FIGURE 7.4
Household Internet
Access by Household Income

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Question changed in PFY 1999 from "Does your household also own a modem?" to "How many of these computers have Internet access" in PFY 2000. Above PFY 2000 data recoded to, "Do you have Internet access?"

twenty percent of head of households with an 8<sup>th</sup> grade or less education own a PC in 2000. This percentage is more than twice the 1999 total of 8.2 percent (See Appendix Table A7-2).

Although 24 percent of all households use a fax machine or a PC with fax-capabilities to send fax communications, household fax capability is not increasing as rapidly as PC ownership (See Figure 7.3).

# Electronic Communication / Online Consumption

How common is e-mail usage among households? Forty-seven percent of households have PCs with Internet access, translating to 49 million households nationwide. Almost seven million of these households have access on more than one computer. The income barrier is again prevalent; households with annual incomes exceeding \$65,000 annually are four times as likely to have access to the Internet than those earning less than \$25,000 annually (See Figure 7.4) (See also Appendix Table A7-1).

Of those households with Internet access, higher income households (those with annual incomes over \$65,000) are most likely to use the Internet to send personal greetings. When respondents were asked about the number of electronic greeting cards sent in the past month, the average number reported was 2.54 in households with annual incomes exceeding \$65,000, compared to 0.87 for households with annual incomes of less than \$25,000.



This linear relationship can also be seen when respondents were asked how many times they emailed friends or relatives overseas in the past year. Higher income households were four times as likely to have done so than those households with annual incomes less than \$25,000. Does this mean these households are substituting some of their letters, cards, or telephone calls with e-mail? Not according to additional data. As shown in Table 7.1, households with Internet access use traditional forms of communication (telephone calls, cards, and letters) with about the same frequency as households without Internet access. Therefore. Internet access serves to supplement overseas communications, rather than replace traditional means.

TABLE 7.1

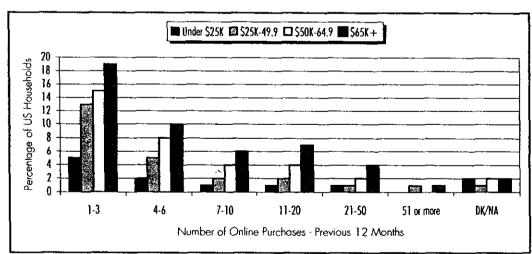
Average Number of Monthly E-mails, Cards and Letters, and Phone Calls Overseas

Email	2.78	0.43
Phone Calls	2.4	2.05
Cards and Letters	2.82	2.73

Base: Average Monthly E-mails, Cards, Letters and Overseas Phone Calls sent or placed by US Households.

American households reported making 46.4 million online purchases in the last month<sup>28</sup>. Although a monthly average of 0.45 online purchases per household makes up a relatively small percentage in the overall economy, it is significant to establishing a profile of households who use the Internet. Twenty-six percent of all households said they made an online purchase last year, compared to 10 percent of households with an annual income less than \$25,000. This is evidence of increasing access across all income categories (See Figure 7.5).

FIGURE 7.5
PFY 2000 Online
Purchases Made in Past
12 Months by Income



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

<sup>28</sup> Since people are more likely to accurately recall their activities in the past month, annual volumes are probably low due to underreporting.



Households' Internet purchasing increases with PC<sup>29</sup> ownership and Internet access, and therefore mirrors patterns seen in the profile of the likely Internet user. There is an additional relationship between households who shop online and those who use the Internet to pay bills. In fact, of households who pay bills online, 79.7 percent made one or more Internet purchases in the past year. Over half (54.3 percent) made an Internet purchase in the past month. Just over six percent of households that pay bills by traditional mail said they made at least one online purchase in the past year, compared to 5.9 percent in the past month.

#### Online Bill Payment

Online bill payment has increased from less than two percent of households in PFY 1999 to four

percent in PFY 2000 (See Appendix Table A2-49). As a portion of total volume, households in PFY 2000 make 24.7 million online bill payments per month; two percent of the total monthly bills paid per household.



Nearly 10 percent of those households with a PC pay bills online. In terms of income and educational level of the household, 37.4 percent of those who pay bills online graduated from college, while an additional 21 percent did at least some postgraduate work. Sixty-four percent categorize themselves as white-collar professionals, while 47 percent are households with annual incomes of \$65,000 or higher.

Ninety percent of households who pay bills online say they do so because it is easy to use.

<sup>&</sup>lt;sup>29</sup> Just over forty percent of households that own a PC made at least one Internet purchase in the past year, compared to 3.4 percent of households without PCs.

5 6



# **Chapter 8: Summary and Conclusions**

Total mail volumes grew in 2000. Total domestic mail reached 204.6 billion pieces. Of this total, 156.7 billion mail pieces (77 percent) were sent or received by households. While the 2000 HDS is segmented primarily by postal classification, this chapter summarizes key points of the HDS by sector: nonhousehold-to-household mail, household-to-nonhousehold mail, and finally, the closed loop that is household-to-household mail.

#### Nonhousehold-to-Household Mail

Mail from nonhouseholds dominated the householdbased market at 133.8 billion pieces. Fifty-one percent of nonhousehold-to-household mail was sent Standard Mail (A). One-third was mailed First-Class.

Merchants (department stores, mail order companies, and publishers) are the largest senders within this sector. Households received more mail from Merchants than any other industry sender type. Merchants were three times as likely to use Standard Mail (A) as First-Class. Mail from the financial sector was a distant second. This latter sector overwhelmingly used First-Class.

Most (51 percent) of nonhousehold-to-household mail was sent Standard Mail (A).

2000 diary data suggests that a large portion of Standard Mail (A) is used for cross-marketing new products and services to existing customers. Over half of Standard Mail (A) was sent by a business organization with whom the household has done business in the past. Standard Mail (A) is also changing its "look" to appear more like First-Class. In 2000, Standard Mail (A) was more likely to be addressed to specific member of the household than in 1987 and to use letter size envelopes.

First-Class catalog advertising appeared to be a strong niche market. Forty-two percent of households receiving First-Class catalogs reported that they were considering responding (compared to 11 percent of Standard Mail (A) catalogs). First-Class catalog responders tended to be older (age 45 and older) than nonresponders.

Online shopping did not yet appear to have had a strong impact on this catalog market. Eight percent of respondents reported enjoying shopping via the Internet "quite a bit or very much," and 14 percent disclosed making at least one online purchase in the last month.

Both catalog and online shopping behaviors resulted in business for USPS. Eighty percent of items ordered from a catalog or retail store and sent to a household were mailed using USPS. USPS is also retailers' delivery method of choice for 92 percent of books and audio materials sent to households.

Bills and invoices comprised almost one-third of the First-Class mail sent by nonhouseholds. Currently, this source of USPS revenue has not been affected by Internet delivery of bills and invoices. Only four percent of households reported receiving any bills via the Internet, whereas 47 percent of households reported having access to the Internet. Receipt of bills via the Internet was limited to households with annual incomes greater than \$65,000, while the majority of households with annual incomes greater than \$35,000 had access to the Internet.

As might be expected, the majority of mail sent to households by nonhouseholds was in the form of advertising. In fact, advertising, including requests for donations, is the greatest proportion of mail received by households, accounting for 59 percent. Household's reactions to the increase in advertising mail are mixed. On the one hand, more than half of all households say at least one person in the households reads advertising sent First-Class or Standard Mail (A). On the other hand, 57 percent of households wish they received less advertising mail (compared to 30 percent in 1987). The percentage of advertising mail that households find interesting or are likely to read has fallen from 63 percent in 1987 to 37 percent in 2000.

Of periodicals received by households through the mail, most are monthly magazines (46 percent) followed by weekly magazines (18 percent), weekly newspapers (12 percent), and daily newspapers (11 percent). The number of newspapers received by mail decreased since 1987, while the number of magazines received through the mail increased slightly. In fact, it appears that the number of magazines households receive through means other than the mail decreased.

Packages received by households increased significantly from 1987. Of these packages, 71 percent were delivered by USPS. The second most common delivery mechanism was UPS ground service (8.1 percent).

#### Household-to-Nonhousehold Mail

Household-to-nonhousehold mail totaled 4.5 billion pieces or 7.6 percent of total domestic mail in 2000. This total represents an increase in volume – from 2.1 pieces per household per week in 1987 to 2.9 pieces per week in 2000. Virtually all household-to-nonhousehold mail was sent First-Class (98.5 percent), with the remaining 1.5 percent sent Priority Mail.

Bill payments accounted for 49 percent of all First-Class mail sent by households. Mail is still the dominant vehicle for bill payments. Ninety-four percent of households reported using the mail to pay their bills. Utility bills (telephone and electric) were the most frequently mentioned types of bills paid by mail. Households primarily use the mail because it is "easy to use," and cite "habit" as a very distance second.

Only four percent of households say they use the Internet to pay their bills. Credit cards were the most frequently mentioned type of bills paid by Internet. Most people who used the Internet to pay bills did so because "it's easy to use" -- an important finding for eBillPay market expansion.

Households were asked if they were considering responding to the advertisements contained in mail pieces received. For those pieces that arrived via First-Class, households indicated that they would most likely respond by mail (44 percent), followed by in-person (26 percent) and phone (21 percent). Few (four percent) indicated that they would respond via the Internet.

#### Household-to-Household Mail

Household-to-household mail totaled 7.4 billion pieces and comprised only 3.6 percent of total domestic mail, declining from 4.8 percent in 1987. Its affect on the overall mail stream was slight however; this decline represented only a small drop in pieces per household per week, from 1.6 to 1.4. Household-to-household mail primarily was sent First-Class (98 percent), with the remaining two percent sent Priority Mail.

Use of First-Class mail for personal communications declined since 1987. In 2000, about 18 percent of all First-Class mail sent by household was greeting cards, including holiday cards, and nine percent was

letters to a friend or relative. In total, First-Class mail sent for any personal reason comprised 31 percent of First-Class mail pieces compared to 68 percent of pieces that were sent for household business reasons.

PFY 2000 found 43 percent of all households using email to communicate with others and 21 percent sending electronic greeting cards. Yet, 81 percent of households reported sending at least one personal letter in an average month, and 82 percent reported sending at least one non-holiday greeting card in an average month. Of households with friends or relative in a foreign country, 12 percent have used email to communicate in the last twelve months, while 25 percent have sent cards or letters.

#### Conclusions

Total mail sent or received by households increased from 22.6 pieces per week in 1987 to 28.5 pieces per week in 2000.

The most significant increase in pieces per household per week was evidenced for Standard Mail (A), but pieces within all mail classifications with the exception of periodicals increased since 1987. Most of the mail received by households contained some form of advertising and a slight majority of households still reported reading direct mail advertising. However, households are becoming increasingly intolerant of advertising appeals regardless of means of delivery. This trend may influence future readership levels.

Total mail sent or received by households increased from 22.6 pieces per week in 1987 to 28.5 pieces per week in 2000

Bill payments comprised the largest single portion of mail sent by households. Electronic payment of bills will not influence these volumes for the near future.

Overall, use of the mail for personal communications is declining. Whether this is due to increased use of email and electronic greeting cards or to broader lifestyle or generational shifts has yet to be researched. A technology augment has been added to the HDS for 2001. It is anticipated that this data will offer additional insight into how the Internet will impact traditional mail in the future.



This Concordance of Tables is a new item in the annual reporting of the Household Diary Study. The format and organization of chapters in the 2000 report were modified from previous years' reports to enhance readability. To ensure that the reporting of data in tables was comparable to previous years' reports, we have included this appendix that contains tables from the 1999 report with comparative data for 1987 and 2000.

The reporting of data in these tables was done using prior year definitions of key measures. For this reason, these data may differ from that reported in tables in the report text. Where possible, we have provided information about the calculations (such as the "base") so that readers can interpret the findings appropriately.

Comparisons among 2000 and prior year data should be done with caution. The 2000 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

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## **Appendix A1: Total Mail Overview**

Table A1-1
Total Domestic Mail
Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 1999 and 2000

Sector	Percento	ge of Total Dom	estic Mail	Pieces	Per Household Pe	r Week
	1987	1999	2000	1987	1999	2000
Household-to-household	4.8	2.9	3.6	1.6	1.1	1.4
Household-to-nonhousehold	6.4	4.0	7.6	2.1	1.5	2.9
Nonhousehold-to-household	55.5	50.0	65.4	18.5	18.6	23.4
Federal government-to-household*	1.1	0.5	1.0	0.4	0.2	0.4
Unknown incoming	0.3	0.4	-	0.1	0.2	-
Unknown outgoing	1.0	0.0	-	0.3	0.0	-
Total Household Mail	69.1	57.9	76.6	23.0	21.5	28.1
Nonhousehold-to-nonhousehold	30.9	42.1	23.4	-	-	-
Total	100.0	100.0	100.0	-	•	-

<sup>\*</sup>Does not include State & Local Government; therefore, totals presented here will not be identical to totals appearing in Table 1.1.

Note: Total Household Mail includes summation of Household-to-household, Household-to-nonhousehold, and Nonhousehold-to-household.

Government-to-household included in Nonhousehold-to-household mail.

Table A1-2

Mail Received by Households ①

by Class

Postal Fiscal Years 1987, 1999, and 2000

Class	Percent of	Total Pieces	Per Week	Pieces Pe	r Household	Per Week
	1987	1999	2000	1987	1999	2000
First ①	42.1	43.0	41.3	8.64	8.61	10.58
Periodicals	8.2	5.1	5.2	1.69	1.03	1.32
Standard Mail (A) ②	47.6	50.7	49.9	9.77	10.14	12.75
Standard Mail (B)	0.3	0.2	0.4	0.06	0.04	0.11
Government	1.8	0.9	3.2	0.36	0.19	0.83
Total	100.0	100.0	100.0	20.52	20.01	25.59

①Includes priority mail

Olncludes single piece mail

## Table A1-3 Total Mail® Overview: Content of Mail Received by Households (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Content	1987	1999	2000
non-advertising		<u> </u>	- 100 St. 100 St. 1982, 43, 33, 34
Personal	7.5	5.3	5.1
Bills ⑤	12.5	13.8	11.0
Financial Statements	4.2	4.4	4.3
ADVERTISING		·	<u> </u>
First-Class advertising only	4.7	7.4	6.7
First-Class advertising enclosed	5.5	6.8	10.9
First-Class business invitations announcements	1.2	2.4	1.5
First-Class requests for donations	0.4	0.3	0.7
Standard Mail (A) advertising	30.7	36.8	35.3
Standard Mail (A) requests	0.5	0.5	4.4
Standard Mail (A) nonprofit advertising	2.4	2.5	4.4
Standard Mail (A) nonprofit requests	3.2	3.9	3.8
Total Advertising With Request For Donations	48.6	60.6	67.7
(not including Periodicals)	- <del> </del>	-	-
Total Advertising Without Request For Donations (not including Periodicals)	44.5	55.9	58.8
Newspapers	2.9	1.2	1.8
Magazines	4.7	3.4	4.5
Total Advertising (including Periodicals)	56.2	65.2	74.0
OTHER:		<u> </u>	<u> </u>
Other Standard Mail (A) ©	6.7	4.3	3.6
Other Standard Mail (A) nonprofit ©	3.7	2.4	2.0
Federal Government	1.7	1.0	1.0
International	0.5	0.1	0.2
Other ②	12.5	9.4	11.3
Total ③	105.5	105.9	112.5
Pieces per household per week ④	20.5	20.0	23.4

- ① Does not include packages.
- ② Mostly other First-Class.
- 3 Equals more than 100% because First-Class advertising enclosed is counted twice..
- First-Class advertising enclosed is only counted once...
- (5) Includes credit card statement/bill.
- ® Request for donations is now a separate category under advertising.



## Appendix A2: First-Class Mail

Table A2-1
First-Class Mail Contents of Mail Received by Households
Postal Fiscal Years 1987, 1999 and 2000

Content		ent of Total		Pieces F	er House Week	hold Per
		1999	2000	1987	1999	
Personal:						L:/=3/+:
Holiday card	3.2	2.1	1.7	0.55	0.39	0.44
Other greeting cards	1.7	1.3	1.2	0.29	0.25	0.31
Letter	2.7	1.4	1.3	0.46	0.26	0.33
Package	0.1	0.0	0.2	0.01	0.01	0.02
Invitations	0.7	0.5	0.5	0.12	0.09	0.13
Announcements	0.2	0.1	0.2	0.03	0.03	0.04
Other personal	0.5	0.2	0.3	0.09	0.04	0.09
Total Personal	9.1	5.6	5.1	1.55	1.07	1.36
Business or Nonfederal Government:			+ <u></u>		1	
Advertising Only	5.2	7.8	6.7	0.89	1.47	1.75
Notice of order	1.4	1.2	1.4	0.23	0.22	0.37
Bill/invoice/premium*	14.7	14.7	11.1	2.52	2.77	2.88
Financial statement	5.0	4.7	4.3	0.87	0.88	1.13
Payment	1.9	1.2	1.0	0.32	0.22	0.27
Rebate	0.1	0.1	0.1	0.01	0.02	0.03
Greeting card	0.3	0.3	0.3	0.05	0.05	0.09
Invitation or announcement	1.5	2.5	1.5	0.26	0.48	0.40
Sweepstakes	0.1	0.1		0.01	0.01	
Receipts for direct deposit	0.0	0.0	-	0.01	0.00	-
Insurance policy	0.2	0.2	-	0.03	0.03	-
Tax forms	0.0	0.3	-	0.01	0.05	-
Other business or government	6.7	4.0	2.7	1.14	0.75	0.70
Packages	0.1	0.1	0.2	0.02	0.03	0.03
Total Business or Government	37.2	37.2	29.2	6.37	6.98	7.65
Social/Charitable/Political/Nonprofit:			<del></del>			
Announcement/meeting	1.3	1.5	1.3	0.22	0.29	0.34
Request for donation	0.4	0.3	0.7	0.07	0.06	0.18
Confirmation of donation	0.2	0.1	0.5	0.03	0.03	0.14
Bill/invoice/premium	0.3	0.1	0.5	0.04	0.03	0.12
Educational acceptances	0.1	0.0	-	0.02	0.01	-
Other social/charitable/political/nonprofit	1.2	0.5	0.6	0.20	0.09	0.15
Total Social/Charitable/Political/Nonprofit	3.5	2.5	3.5	0.58	0.51	0.93
Don't know/No answer	0.6	0.6	2.4	0.11	0.10	0.62
Total Mail Received by Households	50.4	45.9	40.2	8.61	8.66	10.56

<sup>\*</sup> Includes credit card statement/bill.

Table A2-2
First-Class Mail Received -- Content by Quarter
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 1999 and 2000

S Quarter 1	7	otal Person	al		siness or N Governmer	onfederal
	1987	1999	2000	1987	1999	2000
Quarter One	2.42	0.72	2.25	6.49	6.68	7.21
Quarter Two	1.56	1.92	0.73	6.38	7.55	5.75
Quarter Three	1.16	0.84	0.99	6.56	7.28	7.50
Quarter Four	1.04	0.79	0.98	6.00	6.30	8.04

<sup>\*</sup> Includes credit card statement/bill.

Table A2-3
First-Class Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 1999 and 2000

ncome	1987	1999	2000
< \$7K	4.3	4.7	5.3
\$7K - \$9.9K	5.5	4	5.9
\$10K - \$14.9K	6.2	5.5	7.0
\$15K - \$19.9K	7.3	5,3	7.7
\$20K - \$24.9K	7.5	6.3	9.0
\$25K \$29.9K	8.5	7.4	9.4
\$30K - \$34.9K	9.8	7.4 7.9	9.4
\$35K - \$49.9K	10.4	8.9	10.5
\$50K - \$64.9K	12.6	9.8	1.11.1
\$65K - Over	15.7	12.5	15.1
Age of Head of Household	1987	1999	2000
18 - 24	4.9	5.3	5.5
25 - 34	7.3	7.6	8.7
35 - 44	9.6	8.8	
45 - 54	10.4	10.2	12.0
55 - 64	9.9	9.6	12.0
65 - 69	8.5	8.4	11.4
70+	7.6	7.4	10.2
Education of Head of Household	1987	1999	2000
< 8th grade	5,4	4.8 6.2	6.8 7.9
Some high school	6.5	6.2	
High school	7.4	7.5	8.6
Some college	8.5	8.8	10.5
Technical school	8.2	8.3	10.7
College	]]	10.5	12.2
Post araduate	14.6	13.1	14.1
Type of Household	9874	1999	2000
One-person household	5.5	5.8	7.3
Male	5.2	5.5	6.8
Female	5.6	5.9	7.6
One adult + minors ①	5.2	5.7	11.4
Male ①	3.9	10.1	11.8
Female (1)	5.3	5.2 1999	9.1
More than One Adult Without children	1987	1999	2000
Without children	9.4	9.1	10.2
One-earner	9.2	9.2	8.7
Two-earner	9.7	9.4	11.3
With children	9.6	9.8	11.4
One-earner	9	8.8	8.8
Two-earner	10.3	10.2	12.6

Employment of Respondent	1987	1999	2000
White collar professional	10.4	10.7	13.5
White collar sales/clerical	7.7	8.7	10.9
Blue collar craftsmen/mechanic	6.2	6.8	10.2
Service Worker	6.3	6.8	8.5
Other employed	6.3	11.6	10.2
Homemaker	8	8.3	8.7
Student O①	8.1	7.8	5.2
Retired	7.8	8,4	10.6
Other not employed	5.4	5.8	
Type of Dwelling	1987	1999	2000
Single-family house	9.6	9.6	11.5
Multi-family house	7.2	9.6 7.3	7.6
Apartment	6	5.1	6.7
Hotel ①	4.5		
Boarding house ①	7.4	-	-
Mobile house	5.8	7.3	3.9
Group quarters ①	7.4		•
Group quarters ①  Urbanicity	1987	1999	2000
Center of major metro area			
Center	6.1	7.2	
Non-center	8.4	7.7	<u>-</u> .
Moderate-sized city	8.2	9.1	
Suburb	10.1	9.6	
Small town	Z.1	8.2	-
Rural	7.6	9.3	-
Number of Adults	1987	1999	2000
	5.4	5.8	7.5
2	9	9.1	11.3
3		10.5	11.9
4+	11.5	11.3	15.9

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

Table A2-4
Use of First-Class Advertising-Only Mail -- by Industry
Postal Fiscal Years 1987, 1999 and 2000

industry	4.9-1.484	t of First ertising (	10.1		nt of Tota Lass Ma		Pieces	Per Hou er Weel	sehold
المسترين والمسترين	1987	1999	2000	1987	1999	2000	1987	1999	2000
Financial:		~					<del></del>		
Credit Card	7.0	29.7	20.0	0.4	2.3	3.3	0.1	0.4	0.4
Bank	7.0	8.0	5.8	0.4	0.6	1.0	0.1	0.1	0.1
Securities	5.4	2.4	2.2	0.3	0.2	0.4	0.0	0.0	0.0
Money Market	0.2	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0
Insurance	7.8	4.3	4.9	0.4	0.3	0.8	0.1	0.1	0.1
Mortgage	3.7	3.9	2.6	0.2	0.3	0.4	0.0	0.1	0.1
Other Financial	1.1	0.3	0.6	0.1	0.0	0.1	0.0	0.0	0.0
Total Financial	32.2	48.9	36.4	1.7	3.8	2.8	0.3	0.7	0.7
Merchants:									
Supermarkets	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Depriment Store	7.0	4.5	8.1	0.4	0.3	1.4	0.1	0.1	0.1
Mail Order	8.5	4.6	10.4	0.4	0.4	1.7	0.1	0.1	0.2
Specialty Store	9.3	7.6	6.2	0.5	0.6	1.0	0.1	0.1	0.1
Publisher	10.8	7.0	6.8	0.6	0.5	1,1	0.1	0.1	0.1
Land Promotion	3.8	0.5	0.9	0.2	0.0	0.1	0.0	0.0	0.0
Restaurant	0.2	0.5	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Consumer packaged goods	1.0	2.2	N/A	0.1	0.2	N/A	0.0	0.0	N/A
Auto dealers	2.2	2.2	N/A	0.1	0.2	N/A	0.0	0.0	N/A
Service stations	0.1	0.6	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Other Merchants	3.2	0.9	5.6	0.2	0.1	0.9	0.0	0.0	0.1
Total Merchants	46.1	30.6	38.0	2.4	2.3	6.2	0.4	0.4	0.7
Services:									
Telephone	1.9	4.4	3.4	0.1	0.3	0.6	0.0	0.1	0.1
Other utility	0.7	0.4	0.6	0.0	0.0	0.1	0.0	0.0	0.0
Medical	1.7	1.7	1.5	0.1	0.1	0.2	0.0	0.0	0.0
Other professional	1.7	1.0	0.9	0.1	0.1	0.2	0.0	0.0	0.0
Leisure service	7.7	6.6	4.7	0.4	0.5	8.0	0.1	0.1_	0.1
Cable TV	0.8	0.7	1.0	0.0	0.1	0.2	0.0	0.0	0.0
Computer	0.6	0.9	1.8	0.0	0.1	0.3	0.0	0.0	0.0
Craftsman	0.1	0.7	N/A	0.0	0.1	N/A	0.0	0.0	N/A
Other Services	2.9	2.3	4.5	0.1	0.2	0.7	0.0	0.0	0.1
Total Services	17.5	18.6	18.4	0.9	1.5	3.1	0.2	0.3	0.3
Nonfederal government	1.0	0.8	0.3	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.0	1.7	0.0	0.0	0.3	0	0.0	0.0
Don't Know/No Answer	3.2	1.1	1.1	0.2	0.1	0.2	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	7.8	12.7	0.9	1.5	1.8

Table A2-5
Percentage of First-Class Mail Containing Advertising by Household Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Income	Control of the second	First <sup>©</sup> Class Mail	
HE STATE OF THE ST	1987	1999	2000
< \$7K	18.6	41.3	27.9
\$7K - \$9.9K	21.1	37.0	26.7
\$10K - \$14.9K	25.5	33.5	31.6
\$15K - \$19.9K	23.4	39.8	27.8
\$20K - \$24.9K	24.3	36.4	34.2
\$25K - \$29.9K	25.5	42.2	31.9
\$30K - \$34.9K	27.0	43.7	32.5
\$35K - \$49.9K	29.5	41.5	33.9
\$50K - \$64.9K	29.4	41.8	32.7
\$65K - \$79.9K	29.9	49.7	34.6
\$80K - \$99.9K	33.3	47.0	34.0
\$100K+	31.6	44.3	34.0

① Includes advertising only, advertising enclosed, and business invitations/announcements.

Table A2-6 First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

		BRA	44 12 2 3	1 455 5	CRM		To	tal Reply N	lail
Industry (1997)	1987	1999	2000	1987		2000	1987	1999	2000
Financial:									
Credit Card	12.2	41.7	29.1	_14.0	19.1	17.6	13.7	24.7	20.9
Bank	_10.5	8.1	_5.8	_5.5_	6.3	5.7	6.8	6.8	5.7
Securities	9.5	5,3_	6.2	1.4	1.5_	1.9_	3.1	2.4	3.1_
Money Market	1.1	0.3	8.0	0.2	0.1	0.2	0.4	_0.1_	0.4
Insurance	13.0	7.1	7.0	9.5	9.5	8.4	10.3	8.9	8.0_
Mortgage	1.6	1.1	1.0	0.4	1.1	1.3	0.6	1.1	1.2
Öther Financial	1.4	0.2	1.5	0.4	0.2	0.7	_0.6	0.2	1.0
Total Financial	49.3	63.8	51.4	31.4	37.7	_35.8_	35.0	44.2	40.3
Merchants:									
Supermarkets	0.0	0.0	N/A	0,0	0.0	N/A	0.0	0.0	N/A
Depriment Store	3.7	1.3	3.1	9.4	5.1	4.5	8.1	4.1	4.2
Mail Order	4.6	2.9	4.5	2.3	2.2	4.5	2.6	2.4	4.5
Other Store	1.2	1.4	0.7	1.8	1.7	1.0	1.6	1.7	0.9
Publisher	8.2	7.7	6.3	6.8	5.0	4.9	7.0	5.6	5.3
Land Promotion	0.5	0.4	0.5	0.1	0.1	0.2	0.2	0.2	0.3
Restaurant	0.1	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Consumer packaged goods/manufacturers	0.7	1.4	N/A	0.1	0.4	N/A	0.2	0.7	N/A
Auto dealers	0.3	0.5	N/A	0.0	0.0	N/A	0.1	0.1	N/A
Service stations	0.0	0.0	N/A	0.0	0.0	N/A	_0.0	0.0	N/A
Other Merchants	0.8	0.3	1.4	0.7	0.0	0.8	0.7	0.0	0.9
Total Merchants	21.1	15,9	16,5	21.2	14.5	15.9	21.2	14.8	16.1
Services:									
Telephone	3.6	3.5	2.7	11.8	13,7	12.4	10.3	11.1	9.7
Other utility	3.1	2.0	2.7	14.4	12.7	10.7	12.1	10.0	8.5
Medical	3.8	3.4	2.]	8.6	7.5	7.6	7.6	6.5	6.1
Other professional	1.0	0.9	0.8	0.4	0.6	0.4	0.6	0.7	0.5
Leisure service	1.6	1,1	1.0	0.7	0.8	0.7	0.9	0.9	0.8
Cable TV	0.5	0.7	0.7	3.5	4.0	4.9	2.9	3.2	3.8
Computer	0.1	0.2	0.7	0.0	0.2	0.3	0.0	0.2	0.4
Craftsman	0.1	0.1	N/A	0.1	0.2	N/A	0.1	0.1	N/A
Other services	1.8	1.2	2.9	1.0	1.3	2.1	1.2	1.3	2.3
Total Services	15.6	13.1	13.6	40.5	41.0	39.1	35.5	34.0	32.1
Nonfederal government	10.0	1.8	1.2	2.1	2.2	1.9	2.2	2.1	1.7
Social/Charitable/Political/Nonprofit	2.6	4.8	9.2	3.6	3.4	5.6	5.0	3.8	6.5
Don't know/No answer	1.4	0.6	0.8	1.2	1.2	0.5	1.2	1.1	0.5
Total Nonhousehold Mail Received	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
by Households			100.0	100.0		100.0	100.0	100.0	100.0
Pieces per household per week	0.5	0.8	1.0	2.1	2.5	2.6	2.7	3.4	3.6

Table A2-7
First-Class Mail -- Enclosure of Reply Envelopes -- by Content
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Industry		BRM	gian A.		CRM:		r ( in T	otal Reply A	Aail 🖟 👵
Industry	1987	1999	2000	<b>3-1987</b>	1999	2000	1987	1999	2000
Business or Nonfederal Government:							<u> </u>		<u> </u>
Advertising Only	33.7	58.3	44.1	5.2	8.3	6.9	11.0	20.6	17.2
Notice of Order	3.0	1.7	2.3	1.6	1.2	1.1	2.0	1.3	1.4
Bill/invoice/premium*	19.0	17.2	17.0	75.3	76.3	75.1	63.2	61.5	59.3
Financial Statement	6.4	4.8	6.7	3.2	3.5	3.7	4.0	3.8	4.6
Payment	1.54	0.4	0.4	0.4	0.5	0.3	0.8	0.5	0.4
Rebate	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1
Greeting Card	0.6	0.4	1.4	0.1	0.1	0.3	0.2	0.3	0.6
Invitation	4.7	4.8	5.7	0.6	1.1	0.8	1.5	2.1	2.2
Other business or nonfederal government	20.9	7.6	10.5	10.0	5.6	2.3	12.2	6.1	4.5
Total Business or Nonfederal Government	89. <i>9</i>	95.2	88.2	96.4	96.8	90.6	95.1	96.2	90.3
Social/Charitable/Political/Nonprofit							<u></u>	<del></del>	L
Announcement/meeting	1.8	1.5	1.6	0.5	1.1	0.8	0.9	1.2	1.0
Request for donation	4.4	1.9	5.5	1.2	1.2	3.0	1.8	1.3	3.6
Confirmation of donation	0.5	0.2	0.7	0.2	0.2	0.5	0.3	0.2	0.5
Bill/invoice/premium	0.4	0.2	1.1	0.9	0.4	2.9	0.8	0.4	2.3
Other social/charitable/political/nonprofit	3.2	1.0	1,1	0.8	0.4	0.5	1.3	0.6	0.7
Total Social/Charitable/Political/Nonprofit	10.2	4.8	10.0	3.6	3.4	7.7	4.9	3.8	8.1
Don't know/No answer	0.0	0.0	1.8	0.0	0.0	1.7	0.0	0.0	1.6
Total Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.5	0.8	1.0	2.1	2.6	2.6	2.7	3.4	3 6

<sup>\*</sup>Includes credit card statement/bill.

Table A2-8
First-Class Mail -- Industry Usage of Reply Envelopes
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 1999 and 2000

	Č	יותו ביי	rosidi ristal Tears 1767, 1777 and 2000	1707,	D (()	707 DI						
Industry	Bus	Business Reply 🛒	ply	Ŝ	Courtesy Reply	m k	Ž	No Reply Mail	Įė;	ο <i>Ζ</i>	Don't Know No Answer	<b>/</b>
	1987	1999	2000	1987	6661	2000	1987	6661	2000	1987	1999   2	2000
Financial:											ļ	
Credit Card	13.0	32.8	29.5	59.2	45.8	46.2	20.9	16.5	21.7	7.0	4.7	2.5
Bank	5.3	6.9	5.7	11.1	16.3	14.6	75.3		76.8	8.3	5.7	2.8
Securifies	18.2	12.7	13.8	10.4	10.7	10.7	64.8	70.7	70.3			
Money Market		13.0	16.0	15.2	8.7	12.9		77.8	9.89		0.0	2.5
Insurance	10.2	8.2	9.0	29.6	33.4	28.1	50.6	52.1	59.8	9.5	6.5	3.1
Mortgage	8.9	6.5	7.8	0.6	19.0	26.2			63.3	9.6		2.8
Total Financial	6.7	16.1	14.6	24.4	29.0	26.4	57.6	49.5	9.99	8.2	5.5	3.1
Merchants:												
Supermarkets	-	0.0	N/A			N/A		84.2	A/N	,	0.0	N/A
Depriment Store	5.4	4.5	9.8		53.4	37.3	33.4	36.7	49.4	6.9	5.3	3.5
Mail Order	15.1	15.7	12.7	30.4	35.8	32.8	46.8	43.2	40.3	7.7	5.7	14.3
Other Store	3.0	5.2	3.4		18.5	13.7	73.1	9.07	79.1	5.5	5.6	3.9
Publisher	15.1	23.3	21.3	44.4	45.9		32.2	25.5	31.5	8.2	5.3	4.0
Land Promotion	6.2		14.2	5.7	21.4	17.3	78.0	52.4	63.7	10.2	7.1	4.8
Restaurant	12.3	0.0	N/A	!	0.0	N/A	74.8	95.1	N/A	12.9	0.0	A/A
Consumer packaged goods/manufacturers	8.8	10.6	N/A	5.0	8.8	N/A		70.9	N/A	19.3	2.6	N/A
Auto dealers		10.0	N/A		0.0	N/A	86.9	83.9	N/A	7.0	0.9	N/A
Service stations	0.7	0.0	N/A	11.6	7.1	N/A			N/A	3.6	7.1	A/N
Total Merchants	8.8	11.7	10.4	35.2	32.5	39.9	47.8		44.2	8.1	5.8	5.5
Services:							]					
Telephone	5.1	5.7	5.7	67.7	67.8	69.2	17.1	20.6	21.8	10.0	5.9	3.3
Other utility	3.3	3.6	6.3	0.09	70.8	64.5	28.7	21.5	26.7	8.0	4.3	2.6
Medical	4.3	5.6	4.0	38.2	38.0	37.6	49.6	51.7	54.6	8.0	4.8	3.8
Other professional		7.8	7.6	10.9	16.5	11.3	72.3	67.2	78.8	10.8	8.7	2.3
Leisure service		4.9	5.9	9.7	11.4	11.5	75.0	75.8	79.9	5.6	8.1	2.7
Cable TV		4.2	4.5	63.3	73.9	76.5	24.8		15.8	6.7	4.2	3.2
Computer		6.5	11.1	9.9	19.4	12.6	80.1	69.3	72.8	9.3	3.2	3.5
Crafisman		3.8	N/A	14.2	15.4	N/A	66.4	0.69	N/A	16.7	11.5	N/A
Total Services		5.3	6.5	45.9	50.4	37.6	40.5	38.5	52.8	9.2	5.7	3.1
Nonfederal government	4.2	3.8	3.4	13.3	14.9	14.3	74.9	72.2	77.9	7.6	9.0	4.4
Social/Charitable/Political/Nonprofit	[6	8.0	11.2	13.0	17.1	17.8		65.3	65.6	13.7	9.6	5.4
Total Nonhousehold Mail Received	7.7		10.1	30.5	33.9	26.4	52.3	48.5	48.8	9.6	6.4	14.7
Pieces per household per week	0.5	0.8	0.1	2.1	2.6	2.6	3.6	3.6	3.6	0.7	0.5	0.5

Table A2-9
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 1999 and 2000

industry		Total First- ed by Hous		Pieces Per	Household	Per Week
	1987	1999	2000	1987	1999	2000
Financial:	<u>i</u>					
Credit Card	2.9	5.6	4.0	0.50	1.05	0.99
Bank	6.2	5.2	4.1	1.06	0.97	1.02
Securities	1.6	1.8	1.8	0.28	0.34	0.45
Money Market	0.1	0.1	0.2	0.02	0.02	0.05
Insurance	3.9_	3.8	3.2	0.68	0.72	0.78
Mortgage	0.6	0.8	0.5	0.10	0.15	0.13
Other financial	0.5	0.2	0.5	0.08	0.03	0.12
Total Financial	15.8	17.4	14.3	2.72	3.29	3.54
Merchants:	1				1	
Supermarkets	0.0	0.0	N/A	0.00	0.00	N/A
Depriment Store	2.1	1.3	1.3	0.37	0.24	0.32
Mail Order	0.9	0.8	1.4	0.16	0.15	0.35
Other Store	1.2	1.2	0.8	0.21	0.23	0.20
Publisher	1.9	1.5	1.2	0.33	0.27	0.30
Land Promotion	0.3	0.1	0.1	0.05	0.01	0.03
Restaurant	0.0	0.1	N/A	0.00	0.01	N/A
Consumer packaged goods/manufacturers	0.3	0.6	N/A	0.04	0.11	N/A
Auto dealers	0.2	0.3	N/A	0.04	0.05	N/A
Service stations	0.0	0.1	N/A	0.00	0.01	N/A
Other Merchants	0.5	0.2	0.7	0.08	0.03	0.18
Total Merchants	7.4	6.0	5.6	1.28	1.13	1.38
Services:						
Telephone	2.2	2.7	1.9	0.37	0.51	0.46
Other utility	3.0	2.4	1.7	0.51	0.45	0.43
Medical	2.8	2.7	2.1	0.47	0.50	0.52
Other professional	0.5	0.5	0.4	0.09	0.10	0.10
Leisure service	0.9	1.0	0.7	0.15	0.18	0.16
Cable TV	0.7	0.7	0.7	0.12	0.14	0.17
Computer	0.1	0.2	0.3	0.01	0.03	0.07
Craftsman	0.1	0.1	N/A	0.01	0.03	N/A
Other Services	0.8	0.6	1.2	0.14	0.12	0.30
Total Services	11.1	10.9	8.9	1.87	2.05	2.21
Nonfederal Government:	1				†	
Nonfederal government	2.0	2.0	1.4	0.34	0.38	0.34
Social/Charitable/Political/Nonprofit	3.4	2.6	3.3	0.59	0.49	0.81
Don't Know/No Answer	0.9	0.5	1.0	0.14	0.11	0.25
Total Nonhousehold Mail to Households	40.6	39.9	36.0	6.94	7.45	8.53

Table A2-10 First-Class Mail -- Bills and Statements Postal Fiscal Years 1987, 1999 and 2000

٠,

Industry	Percent of Total First-Closs 등 등 1999 [ 2000		Pleces Per Household per Week	Yesk	P	Parcent of Total			Pieces Per Household per Week	Week
Industry  100 100 100 100 100 100 100 100 100 1	1999 1200	****	ahold per	×86×				Louis	pour be	¥
1	1999 1 200	The second secon						Control of the Contro	1000	
1 1 8 1 1 8 1 1 1 8 1 1 1 1 8 1 1 1 1 8 1			80 1 /86	2000	2000 1987	1989	2000 2000	Statements 7000 1987 1	1999   2000	2000
1.8   1.0										
2 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	4	0.3	0.5	0.5	0.1	0	0	00	0.0	0.0
100 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6.1 1.60		0.2	0.2	3.2	2.6	5.4	9.0	0.5	9.0
100 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		0	0.0	0.0	0.7	0.	2.6		0.2	0.3
16   16   17   18   19   19   19   19   19   19   19	0	0.0	0.0	0.0	0.	0	0.3	0.0	0.0	0.0
and a control of the	1,7 1 3.2	0.3	0.3	0.3	0,3	0.4	0.0	0.1	0.1	0,1
and a control of the	0.2 0.4	0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
al 6.7 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6		0.0	[ 0.0 ]	0.0	0.1	0.0	0.3	0.0	0.0	0.0
13 00 00 00 00 00 00 00 00 00 00 00 00 00	5.6   5.8	3 0.8	] ]	1.1	4.5	4.3	9.7	0.8	0.8	1.0
oged goods 0.0 1.3 0.0 0.0 0.0 0.0 0.0 0.0 1.6 1.6 1.6 1.7 1.6										
oged goods 0.1 1.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.0 N/A	0.0 L k	0.0	N/A	0.0	0.0	N/A	0.0	0'0	N/A
100 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		0.5	0.1	0.1	0.0	0.0	0,1	0.0	0.0	0.0
10.0 10.0	0.2 0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0'0	0.0
15 15 16 17 18 18 19 19 10 10 10 10 10 10 10 10 10 10	3 0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.6	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
15 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	0.0	0:0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
raged goods 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	0.0 N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A
15s 000 000 000 000 000 000 000 000 000 0	//N   [ 0		0.0	N/A	0.0	0.0	N/A	0.0	0.0	A/A
15 00 00 11 15 15 15 15 15 15 15 15 15 15 15 15	0.0 N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	ΑΑ
Verchants	0.0 N/N	0.0	0.0	V V	0.0	0	∀ Z	0.0	00	V Z
Merchants 2.7  ne hility 2.4 fility 2.4 frolessional 0.1 relevice 0.1		4	0.0	00		00	0.0	000		000
ility 2.4   2.4   2.4   2.4   2.4   2.4   2.4   2.4   2.4   2.4   2.1	20   36	1 0.5	0.4	0.4	7	000	0	0.0	0.0	000
illity 2.4 Colessional 0.1 Eervice 0.1	}	-	,	,				Š	(	(
rillity  Cofessional 0 1	+	7	40.4	34				) ) ) (		
rofessional 0.1	7 - 1	26	20	46						
O	10	)C	200	200	- - - > - - - - - - - - - - - - - - - -	-00	- C			
		00	0.0		0.0	00	0.0	000	000	
0.5	0.6 1.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	NA	0.0	0.0	N/A	0.0	0.0	N/A
Other Services 0.2 0.2	7	0.0	00	0	0.0	0.0	0.1	0.0	0.0	0.0
6.7	6.6 12.0	2   12	რ. -	.3	0.2	0.2	0.2	0.0	0.0	0.0
0.3	0.3 0.5	0	0	0	0.7	0.1	0.2	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit 0.2 0.0	00	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Don't Know/No Answer	0.2	00	0.0	00		000	ā	0.0		00
14.9 14.	.7 22.	2 2.6	2.8	2.9	5.0	4.7	10.4	6.0	6.0	1.1
* Includes credit card statement/bill.										

Table A2-11
Use of First-Class Business Invitations/Announcements Mail -- by Industry
Postal Fiscal Years 1987, 1999 and 2000

			100			Mark A		12 <b>9</b> ()	
industry	Busin	t of Firs ess Invit	ations		lass Mo	iil 🦠 👉		Per Hou 'er Wee	sehold
								i	in joe 16 2-1884)
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Financial:					110.00				S)
Credit Card	3.6	5.6	6.3	0.1	0.1	0.2	0.0	0.0	0.0
Bank	8.9	8.8	5.8	0.1	0.2	0.2	0.0	0.0	0.0
Securities	5.3	5.4	6.3	0.1	0.1	0.2	0.0	0.0	0.0
Money Market	0.1	0.3	1,1	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.4	10.0	7.1	0.1	0.3	0.3	0.0	0.1	0.0
Mortgage	2.5	4.1	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Other financial	1.7	0.4	1.8	0.0	0.0	0.1	0.0	0.0	0.0
Total Financial	29.5	34.6	30.4	0.5	0.9	1.2	0.1	0.2	0.1
Merchants:							·		
Supermarkets	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Depriment Store	2.8	1.5	1.9	0.0	0.0	0.1	0.0	0.0	0.0
Mail Order	1.0	1.6	1.7	0.0	0.0	0.1	0.0	0.0	0.0
Other Store	4.6	3.6	2.4	0.1	0.1	0.1	0.0	0.0	0.0
Publisher	3.6	2.9	3.9	0.1	0.1	0.2	0.0	0.0	0.0
Land Promotion	0.9	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Restaurant	0.2	0.2	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Consumer packaged goods/manufacturers	2.3	3.8	N/A	0.0	0.1	N/A	0.0	0.0	N/A
Auto dealers	0.6	0.9	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Service stations	0.3	0.3	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Other Merchants	4.1	1.2	3.7	0.1	0.0	0.1	0.0	0.0	0.0
Total Merchants	20.4	16.3	14.1	0.3	0.4	0.5	0.1	0.1	0.1
Services:					<del></del>		<del>'</del>		
Telephone	2.6	3.0	0.9	0.0	0.1	0.0	0.0	0.0	0.0
Other utility	1.6	1.0	1.9	0.0	0.0	0.1	0.0	0.0	0.0
Medical	11.0	12.0	10.3	0.2	0.3	0.4	0.0	0.1	0.0
Other professional	5.2	4.7	5.7	0.1	0.1	0.2	0.0	0.0	0.0
Leisure service	9.9	6.3	4.2	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.9	0.9	1.4	0.0	0.0	0.1	0.0	0.0	0.0
Craftsman	0.5	0.3	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Other Services	4.9	2.6	6.0	0.1	0.1	0.2	0.0	0.0	0.0
Total Services	36.9	31.9	31.2	0.6	0.8	1.2	0.1	0.2	0.1
Nonfederal government	9.7	16.3	8.0	0.2	0.4	0.3	0.0	0.1	0.0
Social/Charitable/Political/Nonprofit	0.0	0.0	3.5	0.0	0.0	0.1	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.9	0.8	0.1	0.0	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements			<u> </u>						
Mail Received by Households	100.0	100.0	100.0	1.5	2.5	3.4	0.3	0.5	0.3

Table A2-12
Use of First-Class Advertising-Enclosed Mail① -- by Industry
Postal Fiscal Years 1987, 1999 and 2000

Industry	First-C	lass Ho Aail Tha	down of usehold t is nclosed"	Perce	nt of Tol Class Mc	al First iil		Per l' Per Wa	usehold ak
	1987	1999	2000	1987	1999	2000	1987		2000
Financial:				20 S.	1.00 to 1.00 t	1 . 2000:	Est YOU	1.1777	1.2000
Credit Card	18.3	19.5	21.5	1.3	1.4	2.8	0.22	0.27	0.29
Bank	11.7	11.0	10.4	0.8	0.8	1.4	0.14	0.15	0.14
Securities	4.2	5.0	4.3	0.3	0.4	0.6	0.05	0.07	0.06
Money Market	0.8	0.2	0.7	0.0	0.0	0.1	0.01	0.00	0.01
Insurance	4.2	6.0	4.4	0.3	0.4	0.6	0.05	0.08	0.06
Mortgage	0.8	0.8	0.9	0.0	0.1	0.1	0.01	0.01	0.01
Other Financial	5.8	0.3	0.7	0.0	0.0	0.1	0.07	0.00	0.01
Total Financial	40.0	42.8	42.9	2.8	3.1	5.7	0.48	0.59	0.58
Merchants:		<u> </u>			<u> </u>	<u> </u>	0.40	1 0.57	1 0.50
Supermarkets	0.0	0.0	N/A	0.0	0.0	N/A	0.00	G.00	N/A
Depriment Store	14.2	6.5	6.9	1.0	0.5	0.9	0.17	0.09	0.09
Mail Order	2.5	2.0	2.3	0.2	0.1	0.3	0.03	0.03	0.07
Other Store	2.5	2.3	1.6	0.2	0.2	0.2	0.03	0.03	0.03
Publisher	5.0	3.7	3.0	0.4	0.3	0.4	0.06	0.05	0.02
Land Promotion	0.0	0.2	0.3	0.0	0.0	0.0	0.00	0.00	0.00
Restaurant	0.0	0.1	N/A	0.0	0.0	N/A	0.00	0.00	N/A
Consumer packaged goods	0.0	0.7	N/A	0.0	0.1	N/A	0.00	0.01	N/A
Auto dealers	0.0	0.3	N/A	0.0	0.0	N/A	0.00	0.00	N/A
Service stations	0.0	0.1	N/A	0.0	0.0	N/A	0.00	0.00	N/A
Other Merchants	0.8	0.4	1.3	0.1	0.0	0.2	0.01	0.00	0.02
Total Merchants	25.8	16.1	15.4	1.8	1.2	2.0	0.31	0.22	0.02
Services:		·	<u> </u>			2.0	0.01	0.22	0.20
Telephone	8.3	10.6	10.4	0.6	0.8	1.4	0.10	0.15	0.14
Other utility	8.3	8.7	7.1	0.6	0.6	0.9	0.10	0.12	0.10
Medical	1.7	2.6	1.3	0.1	0.2	0.2	0.02	0.4	0.02
Other professional	1.7	0.5	0.5	0.0	0.0	0.1	0.02	0.01	0.01
Leisure service	0.0	1.8	1.8	0.1	0.1	0.2	0.00	0.02	0.02
Cable TV	4.2	4.0	4.7	0.3	0.3	0.6	0.05	0.05	0.06
Computer	0.0	0.4	0.4	0.0	0.0	0.1	0.00	0.01	0.01
Craftsman	0.0	0.1	N/A	0.0	0.0	N/A	0.00	0.00	N/A
Other Services	0.8	1.0	2.2	0.1	0.1	0.3	0.01	0.01	0.03
Total Services	25.0	29.6	28.4	1.7	2.1	3.8	0.30	0.41	0.03
Nonfederal government	0.8	2.2	1.1	0.1	0.2	0.1	0.01	0.03	0.01
Social/Charitable/Political/Nonprofit	7.5	8.5	9.8	0.5	0.6	1.3	0.09	0.12	0.13
Don't Know/No Answer	0.8	0.8	0.7	0.1	0.1	0.1	0.01	0.01	0.01
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	7.3	13.0	1.20	1.37	1.32
① Does not include advertising mail.	<u>j</u>		<u> </u>						

Table A2-13

First-Class Mail -- Interest in Nine Activities

(Percentage of Households Which Enjoyed these Activities Very Much or Quite a Bit)

Postal Fiscal Years 1987, 1999 and 2000

Activity	1987	1999	2000
Watching Television	61.7	63.7	61.2
Reading Books, Magazines	66.1	62.5	73.0
Visiting with Friends	67.8	68.3	79.0
Writing Letters	27.1	27.1	38.5
Reading Newspapers	65.7	55.8	63.2
Listening to Radio	59.8	59.2	N/A
Reading Cards and Letters	69.5	55.9	68.8
Telephoning Family and Friends	62.8	62.4	79.5
Listening to Records	50.4	50.8	N/A
E-mailing via the Internet*	N/A	N/A	39.7
Shopping via the Internet*	N/A	N/A	7.8
*Added in Postal Fiscal Year 2000			

Table A2-14
First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 1999 and 2000

Number of Accounts and Policies	J. 38 4	None	で 4. 沙摩 m	移成为L	ow (1-:	5) <sub>* (4</sub> )	Me	dium (d	5-9)	H	gh (10	+) 1. 1
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Pieces per household per week	3.2	4.1	6.2	5.6	5.7	7.4	8.5	8.9	10.8	12.4	12.7	13.6

Table A2-15
First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 1999 and 2000

Number of Credit Cards		None			Low (1-3)		M	edium (4-	7)		High (8+)	
Number of Credit Calua	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Pieces per Household per Week	4.8	4.9	6.5	7.3	7.5	9.3	9.9	9.8	11.3	13.2	11.6	13.9

Table A2-16
First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 1999 and 2000

Contents		8 + 21		Hgt.][1].	22 - 24		pten inc.	25 - 34	RESERVE	ie u e	35 - 44	protection in
Contents	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Personal	1.6	0.3	0.4	8.0	0.5	0.1	1.2	0.7	0.9	_ 1.5 _	1.0	1.3
Business or Nonfederal Government:												
Advertising	0.4	1.0	0.9	0.3	0.8	1.1	0.7	1.2	1.4	1.0	1.7	1.9
Invitation/Announcement	0.1	0.3	0.2	0.1	0.3	0.3	0.2	0.5	0.4	0.3	0.5	0.4
Bill*	1.5	1.6	1.9	1.8	2.4	1.7	2.6	2.9	2.8	3.0	2.8	3.5
Financial Statement	0.6	0.2	0.3	0.4	0.4	0.3	0.6	0.8	0.9	1.0	0.8	1.2
Other	0.7	1.2	0.4	1.0	0.9	0.5	1.5	1.0	0.6	1.9	1.4	0.8
Total Business or Nonfederal Government	3.3	4.3	3.7	3.6	4.8	3.9	5.6	6.4	6.1	7.2	7.2	7.7
Social/Charitable/Political/Nonprofit	0.3	0.3	0.4	0.3	0.1	0.4	0.5	0.4	0.6	0.8	0.6	0.9
Total	5.3	5.0	4.5	4.7	5.4	4.4	7.3	7.6	7.6	9.7	8.8	9.9

Contents	. 4	45 - 54	:	L. C. da	55 - 64		: .	65 - 69	1		70 +	
<u>Contents</u>	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Personal	1.8	1.0	1.3	1.8	1.4	1.5	1.7	1.4	1.9	1.9	1.5	1.8
Business or Nonfederal Government:												
Advertising	1,1	1.8	2.2	1.1	1.6	2.1	1.0	1.4	1.7	0.7	1.0	1.5
Invitation/Announcement	0.4	0.6	0.5	0.3	0.5	0.5	0.4	0.4	0.4	0.2	0.4	0.4
Bill*	3.1	3.3	3.5	2.7	2.9	3.2	2.0	2.5	2.8	1.6	2.0	2.1
Financial Statement	1,1	1.1	1.3	1.1	1.1	1.4	0.9	1.0	1.2	0.8	0.8	1.3
Other	2.1	1.6	0.8	2.0	1.5	0.8	1.8	1.1	0.9	1.9	1.3	0.7
Total Business or Nonfederal Government	7.8	8.4	8.2	7.2	7.6	7.9	6.1	6.4	6.9	5.2	5.5	5.9
Social/Charitable/Political/Nonprofit	0.7	0.6	1.2	0.7	0.5	1.0	0.5	0.6	1.]	0.5	0.4	1.1
Total	10.4	10.2	10.6	9.9	9.6	10.4	8.5	8.4	9.9	7.6	7.4	8.8

<sup>\*</sup>Includes credit card statement/bill.

Table A2-17
First-Class Mail Receipt -- Content by Education of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 1999 and 2000

Contents	,<{	3th Gra	de	Some	High \$	chool	. 3 His	gh Sche	ာဝါ ၂	ाहु <b>ा</b> \$०।	me Colle	ige :
Contents	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Personal	1.1	0.6	1.0	1.1	0.7	0.7	1.3	0.8	1.1	1.5	1.1	1.3
Business or Nonfederal Government:												
Advertising	0.5	1.0	1.2	0.6	1.0	1.4	0.7	1.2	1.4	0.9	1.5	1.9
Invitation/Announcement	0.1	0.2	0.1	0.1	0.3	0.2	0.2	0.4	0.3	0.3	0.5	0.4
Bill*	1.7	1.6	1.8	2.0	2.5	2.4	2.4	2.6	2.5	2.6	3.0	3.0
Financial Statement	0.4	0.4	0.5	0.6	0.5	0.7	0.7	0.7	0.8	0.9	0.8	1.0
Other	1.2	0.8	0.2	1.6	0.9	0.6	1.6	1.4	0.6	1.7	1.4	0.7
Total Business or Nonfederal Government	3.9	4.0	3.7	4.9	5.2	5.3	5.6	6.3	5.6	6.4	7.2	7.1
Social/Charitable/Political/Nonprofit	0.2	0.3	0.3	0.3	0.2	0.6	0.4	0.3	0.6	0.6	0.5	0.9
Total	5.3	4.8	5.0	6.5	6.2	6.6	7.4	7.5	7.4	8.6	8.8	9.2

	Techr	nical Sc	hool	Colle	ge Grad	duate	Post	Gradu	ate
Contents Personal	1987	1999	2000	1987	1999	2000	1987	1999	2000
Personal	1.3	1.0	1.3	1.9	1.4	1.5	2.7	1.9	2.1
Business or Nonfederal Government									
Advertising	0.9	1.4	1.5	1.2	1.9	2.0	1.5	2.3	2.3
Invitation/Announcement	0.3	0.4	0.4	0.4	0.6	0.5	0.6	1.0	0.6
Bill*	2.5	2.7	3.4	3.1	3.1	3.1	3.4	3.0	3.4
Financial Statement	0.9	0.9	1.3	1.2	1.3	1.5	1.7	1.7	1.7
Other	1.8	1.3	8.0	2.2	1.4	0.8	2.9	1.6	0.9
Total Business or Nonfederal Government	6.4	6.7	7.4	8.1	8.3	8.0	10.1	9.6	8.8
Social/Charitable/Political/Nonprofit	0.4	0.5	0.8	0.9	0.6	1.2	1.7	1.4	1.5
Total	8.2	8.3	9.5	11.0	10.5	10.7	12.9	_13.1	12.4

<sup>\*</sup> Includes credit card statement/bill.

Postal Fiscal Years 1987, 1999 and 2000 First-Class Receipt -- Content by Income (Pieces Per Household Per Week) Table A2-18

	STOK - STA'S   1.0   0.8   0.6   0.6   0.5   0.7   0.6   0.5   0.7   0.4   0.5   0.7   0
--	--

I lotal

• Includes credit card statement/bill
• Included \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A2-19
First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content Postal Fiscal Years 1987, 1999 and 2000

Content		Percent	
	1987	1999®	2000
Business or nonfederal government advertising only	48.8	72.8	67.1
Notice of order	36.1	55.3	52.6
Bill/invoice/premium*	68.9	76.5	70.8
Financial Statement	60.8	74.7	72.6
Payment	42.3	47.3	48.6
Rebate ②	27.3	62.5	60.1
Greeting card	25.3	37.0	34.1
Invitation/announcement	28.5	45.8	49.7
Sweepstakes ②	77.5	90.9	N/A
Insurance policy ②	59.5	80.6	N/A
Tax forms ②	25.3	50.0	N/A
Other business or government	49.7	58.5	55.0
Total Business or Nonfederal Government	56.7	69.1	61.2
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	25.9	21.5
Request for donation	19.9	43.5	36.7
Confirmation of donation ②	11.8	28.6	25.3
Bill ②	29.9	32.1	57.4
Education ②	37.8	37.5	N/A
Other social/charitable/political/nonprofit	18.0	4.3	25.5
Total Social/Charitable/Political/Nonprofit	16.5	28.0	30.3
Total Nonpersonal Mail Received by Households	53.9	69.2	61.2
Pieces per Household Per Week	3.74	5.15	5.69

① 1999 data includes any residual subclassification categories during the transition period.

② Fluctuation may be due to small sample sizes.

<sup>\*</sup> Includes credit card statement/bill.

## Table A2-20 Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort Postal Fiscal Years 1987, 1999 and 2000

industry		ercent Sent Pres	on :
	1987	19990	2000
Financial:			
Credit Card	76.9	93.1	88.2
Bank	59.1	77.2	70.4
Securities	37.6	67.4	67.5
Money Market ②	52.4	79.6	65.0
Insurance	62.2	77.5	71.5
Mortgage	19.0	48.8	48.3
Total Financial	58.9	79.8	73.7
Merchants:			
Depriment Store	73.5	81.8	71.2
Mail Order	50.0	68.9	62.2
Other Store	33.1	57.2	52.7
Publisher	58.9	78.5	68.7
Land Promotion ②	61.9	62.4	52.8
Restaurant ②	50.0	28.1	N/A
Consumer packaged goods	30.8	59.8	N/A
Auto dealers ②	45.5	62.1	N/A
Service stations ②	14.3	54.1	N/A
Total Merchants	55.0	70.1	62.2
Services:			02.2
Telephone	84.4	67.2	63.9
Other utility	81.2	83.1	73.4
Medical	35.9	48.4	48.6
Other professional	7.8	28.9	29.9
Leisure service	31.1	48.0	52.8
Cable TV	57.3	67.3	62.7
Computer ②	15.4	63.7	N/A
Craftsman ②	22.2	15.1	N/A
Total Services	56.7	60.6	56.2
Nonfederal government	54.0	61.4	55.5
Social/Charitable/Political/Nonprofit	16.5	28.4	. 26.6
Total Nonhousehold Mail Received by households	53.9	69.2	61.2
Pieces per household per week	3.7	5.2	5.7

① 1999 data includes any residual subclassification categories during the transition period.

② Fluctuation may be due to small sample sizes.

Table A2-21
First-Class Mail -- Total Envelopes by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Sector	1987	1999	2000
Household-to-household	9.4	5.9	6.5
Household-to-nonhousehold	12.3	8.2	14.6
Nonhousehold-to-household	39.2	38.9	38.6
Unidentified incoming	0.6	0.6	2.9
Unidentified outgoing	1.4	0.0	0.2
Subtotal	62.9	53.6	62.8
Nonhousehold-to-nonhousehold	37.1	46.4	37.2
Total	100.0	100.0	100.0

Table A2-22
First-Class Mail -- Total Envelopes by Content
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 1999 and 2000

		refrentage of Total Envelopes	hvelopes
Personal:	1987	1999	2000
Holiday/seasons' greeting cards			
Other greeting cards	20.0	2.2	2.7
Invitation	-	1.4	8.
Letter from a friend or relative	7	0.5	9.0
Announcement	2.6	1.4	000
Other personal	00	0.1	0.2
Total Personal	0.5	0.2	0.5
Business or Nonfederal Government:	7.4	5.8	7.6
Advertising only			
Notice or confirmation of order	0.1	6.8	7.0
DIIG			1.9
Financial statement	-0.5	15.2	17.5
Payment	200	4.9	7.0
Rebate	7.7	1.2	1.7
Holiday/greeting card	0.0	0.1	0.1
Invitation/announcement	7.0	0.2	0.5
Sweepstakes	اری	2.1	- 8.
Other insurance related	0.0	0.0	N/A
Гах	0.7	0.2	N/A
Other business or nonfederal aggernment	0.0	0.3	N/A
Total Business or Nonfederal Government	0.	4.0	6.8
Social/Charitable/Political/Nonprofit	36.4	36.2	37.5
Announcement			
Request for donation	7.7	1.4	1.4
hank you for donation	4.0	0.4	1.0
8111	7.00	0.1	0.7
Education acceptances	7.0	0.2	0.7
Other social/charitable/political/nonprofit		0.0	N/A
Total Social/Charitable/Political/Nonprofit	νας.	0.4	0.8
Jon't Know/No answer	0.40	2.5	4.6
lotal Bi	40.7	9.0	6.0
rieces Per Mousehold Per Week	8 11	43.1	55.7
Includes credit card statement/bill		8.07	-

Table A2-23
First-Class Mail -- Total Envelopes by Industry
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 1999 and 2000

41 /10/1 SIDD: IDD:	77 GHG 2000		
Altanpul	1861	6661	2000
Financial:			
Credit cord	9.7	8 8	0.7
Bank	5.7	5.0	0.0
Securities	1.7	0.0	7.0
Money Market	0.1	0.1	6.7
Insurance	3.6	30	20.0
Mortgage	0.5	) i c	7
Other financial	700		0.0
Total Financial	14.5	170	7.1.7
Merchants:	2	,,,	7.17
Department store	1.8	1.0	1.2
Mail order	0.7	0.7	
Other store	60	60	1
Publisher	9 [	1 2	1.3
Land Promotion	0.0		5 -
Restaurant	0.0		- //
Consumer packaged goods	0.0	200	( ) \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
Auto dealers	0.5	0.0	X \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
Service stations	0.0	7.0	<b>X X X X</b>
Other merchants	0.3	0.0	¥ 0
Total Merchants	5.0	7.0	0.0
Services:	7.7	3.5	0.0
Telephones			
Other Utility	0.7	8.7	2.8
Medical	2.4	2.3	2.4
Other projectional	2.4	2.5	2.9
	0.4	0.5	0.5
Cokla TV	0.7	0.8	0.7
	9.0	0.8	0.0
Collibrier	0.1	0.1	0.3
Cransman	0.1	0.1	N/A
Officer Services	9.0	0.5	1 4
I OIGH Services	9.2	10.5	12.0
Noniederal government	1.7	2.0	6 [
Social/charitable/political/nonprotit	2.9	2.5	4.1
Loni Know/ No gnswer	0.5	0.0	.3
lordi Nonnousehold Mail Keceived by Households	34.6	38.1	47.9
L reces rer nousenoid rer Week	6.4	8.9	7.7

Table A2-24

First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)

Postal Fiscal Years 1987, 1999 and 2000

\$ector	1987	1999	2000
Household-to-household	12.5	10.6	10.7
Household-to-nonhousehold	17.3	14.7	22.1
Nonhousehold-to-household	25.2	21.2	27.6
Unidentified incoming	0.5	0.2	2.5
Unidentified outgoing	2.5	0.1	0.5
Nonhousehold-to-nonhousehold	42.0	53.2	36.6
Total	100.0	100.0	100.0

Table A2-25
First-Class Mail -- Total Cards by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Sactor	1987	1999	2000
Household-to-household	9.2	2.3	5.1
Household-to-nonhousehold	8.5	2.6	6.1
Nonhousehold-to-household	56.8	53.1	48.6
Unidentified incoming	0.6	0.0	1.5
Unidentified outgoing	0.0	0.0	0.2
Subtotal	75.1	57.9	61.5
Nonhousehold-to-nonhousehold	24.9	42.1	38.5
Total	100.0	100.0	100.0

Table A2-26
First-Class Mail -- Total Cards by Industry
(Percentage of Total Cards)
Postal Fiscal Years 1987, 1999 and 2000

Industry	1987	1999	2000
Financial:			
Credit card	0.2	0.7	2.0
Bank	0.2	1.9	3.2
Securities	0.2	0.5	1.3
Money Market	0.0	0.1	0.1
Insurance	1.1	1.6	2.8
Mortgage	1.3	3.0	2.6
Other financial	0.3	0.1	0.4
Total Financial	3.2	7.8	12.4
Merchants:			
Supermarkets	0.0	0.0	N/A
Department store	4.2	3.1	5.8
Mail order	5.0	2.2	5.2
Other store	6.4	6.4	7.1
Publisher	4.0	5.2	5.9
Land Promotion	1.1	0.3	0.7
Restaurant	0.2	0.6	N/A
Consumer packaged goods	0.3	0.6	N/A
Auto dealers	0.6	0.7	N/A
Service stations	0.3	0.5	N/A
Other merchants	2.2	0.7	4.4
Total Merchants	24.4	20.2	29.1
Services:			
Telephone	0.3	1.5	1.6
Other Utility	7.9	3.5	5.2
Medical	4.7	5.6	6.4
Other professional	1.0	0.3	1.0
Leisure service	4.0	3.9	3.5
Cable TV	1.0	0.3	0.6
Computer	0.2	0.4	1.8
Craftsman	0.0	0.7	N/A
Other Services	2.7	2.2	6.7
Total Services	21.7	18.4	26.8
Nonfederal government	1.4	1.7	3.3
Social/charitable/political/nonprofit	5.9	4.5	10.2
Don't know/No answer	N/A	0.5	2.1
Total Mail Recieved by Households	56.7	52.6	81.8
Pieces Per Household Per Week	0.4	0.5	0.9

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Table A2-27
First-Class Mail -- Total Cards by Content
(Percentage of Total Cards)
Postal Fiscal Years 1987, 1999 and 2000

Content	1987	1999	2000 - 4
Personal:			
Holiday/seasons' greeting cards	0.9	0.1	0.5
Other greeting cards	1.1	0.3	0.7
Invitation	1.7	0.9	1.2
Letter from a friend or relative	3.9	0.8	1.9
Announcement	0.2	0.1	0.3
Other personal	1.4	0.1	0.5
Total Personal	9.2	2.3	5.1
Business or Nonfederal Government:			
Advertising only	22.2	25.8	23.0
Notice or confirmation of order	5.1	2.5	3.8
Bill*	10.6	4.7	4.5
Financial statement	0.1	0.0	0.6
Payment	0.1	0.0	0.2
Rebate	0.1	0.1	0.6
Holiday/greeting card	0.8	1.0	0.8
Invitation/announcement	7.3	10.4	5.4
Sweepstakes	0.4	0.4	N/A
Receipts for direct deposit	0.2	0.0	N/A
Other insurance related	0.1	0.0	N/A_
Тах	0.0	0.1	N/A
Other business or nonfederal government	3.9	3.7	3.3_
Total Business or Nonfederal Government	50.9	48.6	42.2
Social/Charitable/Political/Nonprofit:			
Announcement	4.0	4.1	4.5
Request for donation	0.3	0.1	0.6
Thank you for donation	0.3	0.1	0.6
Bill	0.1	0.0	0.3
Education acceptances	0.0	0.0	N/A
Other social/charitable/political/nonprofit	1.2	0.2	0.5
Total Social/Charitable/Political/Nonprofit	5.9	4.5	6.5
Don't Know/No answer	0.6	0.0	1.5
Total	66.6	55.4	55.3
Pieces Per Household Per Week	0.5	0.5	0.9

<sup>\*</sup> Includes credit card statement/bill.

Table A2-28
First-Class Mail -- Cards Received by Households -- Household's
Percentage of Total Mail Sent at Each Category
Postal Fiscal Years 1987, 1999 and 2000

Content	Total N	lonpresor	t Cards	Tota	Presort (	ards
	1987	1999	2000	1987	1999	2000
Personal:					-	
Holiday card	1.3	0.2	0.5	0.0	0.0	0.1
Other greeting card	1.5	0.6	1,1	0.0	0.0	0.2
Invitation	2.3	1.7	1.9	0.0	0.0	0.2
Letter	5.3	1.5	2.9	0.0	0.0	0.2
Announcement	0.3	0.2	0.5	0.0	0.0	0.0
Other personal	1.7	0.2	0.5	0.0	0.0	0.3
Total Personal	12.4	4.2	7.4	0.0	0.0	1.0
Business or Nonfederal Government:						
Advertising only	16.8	16.1	13.3	38	37	26.2
Notice of order	6.1	2.9	4.1	2.2	1.7	2.7
Bill/invoice/premium*	5.7	2.2	3.4	25	7.5	5.2
Financial statement	0.2	0.0	0.5	0.2	0.0	0.8
Payment	0.1	0.0	0.2	0.1	0.0	0.2
Rebate	0.1	0.0	0.2	0.4	0.2	0.8
Greeting card	1.0	1.3	0.8	0.1	0.4	0.6
Invitation/announcement	8.2	12.7	5.2	4.2	7.5	4.4
Other business or nonfederal government	4.2	5.5	3.1	5.2	3.5	2.7
Total Business or Nonfederal Government	42.4	40.7	30.8	75.4	57.7	43.6
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	5.3	5.8	1.1	2.8	2.2
Request for donation	0.3	0.2	0.8	0.1	0.0	0.2
Confirmation of donation	0.4	0.2	0.5	0.0	0.0	0.2
Bill	0.1	0.0	0.2	0.0	0.0	0.3
Other social/charitable/political/nonprofit	1.4	0.0	0.5	0.0	0.4	0.4
Total Social/Charitable/Political/Nonprofit	7.1	5.7	7.8	1.3	3.2	3.3
Don't Know/No answer	0.7	0.0	1.2	1.7	0.0	1.4
Total Mail Recieved by Household	62.6	50.6	47.2	78.4	60.7	49.3
Pieces Per Household Per Week	0.3	0.3	0.4	0.1	0.3	0.5

① 1999 data includes any residual subclassification categories during the transition period.

<sup>\*</sup> Includes credit card statement/bill.

Table A2-29
First-Class Mail -- Cards Received by Households -- Household's Percentage of
Total Mail Sent at Each Card Rate Category -- by Industry
Postal Fiscal Years 1987, 1999 and 2000

Industry	Percent	of Total No	onpresort	Perce	nt of Total	Preson
	1987	1999	2000	1987	1999	<b>2000</b>
Financia:						
Credit cards	0.0	0.2	0.1	0.4	1.3	3.4
Bank	0.2	0.7	0.9	0.2	3.0	4.5
Securities	0.2	0.7	0.6	0.3	0.2	1.4
Money Market	0.0	0.0	0.0	0.0	0.2	0.2
Insurance	12.0	1.7	1.1	0.8	1.5	3.2
Mortgage	1.4	4.0	1.6	0.6	1.9	1.9
Other financial	0.3	0.0	0.1	0.2	0.2	0.5
Total Financial	3.3	7.3	4.4	2.4	8.3	15.1
Merchants:		•			· • · · · · · · · · · · · · · · · · · ·	·
Department store	3.5	1.1	1.6	6.1	5.3	7.5
Mail order	3.7	1.3	1.3	8.6	3.0	6.6
Other store	6.1	4.6	2.9	6.9	8.3	7.8
Publisher	3.1	2.6	1.4	6.6	8.3	8.8
Land Promotion	0.9	0.2	0.3	1.6	0.4	0.8
Restaurant	0.1	0.6	N/A	0.3	0.6	N/A
Consumer packaged goods	0.1	0.4	N/A	0.6	0.9	N/A
Auto dealers	0.5	0.7	N/A	1.1	0.9	N/A
Service stations	0.4	0.2	N/A	0.1	0.9	N/A
Other merchants	1.9	0.9	1.8	2.7	0.4	4.9
Total Merchants	20.3	12.5	9.3	34.6	29	36.4
Services:			<u> </u>			<u>-</u>
Telephone	0.1	C.6	0.2	0.7	2.6	2.8
Other Utility	3.1	1.3	1.6	21.5	6.0	7.0
Medical	5.9	9.2	4.9	0.5	1.5	2.7
Other professional	1.0	0.4	0.6	0.8	0.2	0.7
Leisure service	3.0	3.9	1.4	6.9	3.8	4.1
Cable TV	0.5	0.2	0.1	1.9	0.4	0.8
Computer	0.1	0.2	0.7	0.2	0.6	2.2
Craftsman	0.1	1.	N/A	0.0	0.0	N/A
Other Services	2.9	2.4	3.7	2.2	2.6	5.6
Total Services	16.6	19.1	13.2	34.8	17.7	25.9
Nonfederal government	1.0	1.3	0.9	3.0	1.9	4.5
Social/charitable/political/nonprofit	7.1	5.7	7.2	2.1	3.2	5.5
Don't know/No answer	1.0	0.0	0.9	1.5	0.4	1.9
Total Mail From Nonhouseholds Received by Households	49.4	45.9	35.9	78.4	60.7	89.3
Pieces Per Household Per Week	0.3	C.2	0.4	0.1	0.3	0.5

① 1999 data includes any residual subclassification categories auring the transition period.

Table A2-30
First-Class Mail -- Timeliness of Arrival
Postal Fiscal Years 1987, 1999 and 2000

	Percent :		
Time of Arrival	1987	1999	2000
Arrived on time or sooner:			
Arrived on the day needed	12.7	17.4	34.7
Arrived earlier than needed	6.4	7.0	14.2
Total Arrived on time or sooner	19.0	24.4	48.9
Was not expected to arrive on any special day	66.0	64.7	35.7
Arrived late	1.4	0.8	1,1
Don't know/No answer	13.6	10.1	14.3
Total	100.0	100.0	100.0

Table A2-31
First-Class Mail -- Reason for Lateness
(Percentage of Pieces that Arrived Late)
Postal Fiscal Years 1987, 1999 and 2000

		Percent	2.2. 新文的 1924新。
Reason for Lateness	1987	1999	2000
Mailed Late	36.1	31.8	29.7
Not mailed late	22.1	18.2	24.9
Don't know when mailed	22.7	21.5	31.1
Don't know/No answer	19.0	28.6	14.3
Total	100.0	100.0	100.0

#### Table A2-32 First-Class Mail Received -- Timeliness of Arrival -- by Quarter Postal Fiscal Years 1987, 1999 and 2000

	Quarter 2			Guarler )		lovinA lo emil
2000	666 l	_ <b>186</b> 1	2000	666l	789 I	
1.84	73.1	£.91	2.24	52.9	ĽĽ	Arrived on time or sooner
3.98	2.23	۷ 99	6.25	1.23	5.29	Was not expected to arrive on any special day
0.1	7.0	£. I	l'l	7.0	Sil	Arrived Late
14.3	0.11	12.8	8,71	5,11	Þ.∂1	Don't Know/No answer
0.001	0.001	0.001	0.001	0.001	0.001	loto1

lavinė lo emiT		Quarter 3			Quarter 4	
	<b>7891</b>	666l	2000	∠86l	6661	5000
ived on time or sooner	7.71	24.3	l'IS	22.0	7.42	52.3
as not expected to arrive on any special day	8:99	L'99	34.9	0.84	7.48	7.25
ətəl bəvi	£.1	۷.0	ÞΊ	S't	6.0	6.0
n'i Know/No answer	7,41	£.8	9.21	9 11	<i>L</i> 6	UU
ا ماما	0.001	0.001	0.001	0.001	0.001	0.001

Table A2-33

First-Class Mail Received -- Timeliness of Arrival -- by Postal Region
Postal Fiscal Years 1987, 1999 and 2000

Time of Arrival		lorthea	st ·		East (	1.0		South			Central			West	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Arrived on time or sooner	16.4	23.7	40.9	17.8	24.5	41.7	23.7	24.6	45.7	18.9	25.0	43.4	18.1	24.0	43.4
Was not expected on any special day	66.0	66.5	36.4	67.5	66.4	31.2	62.1	66.7	29.3	66.7	63.0	31.5	67.6	61.4	30.7
Total Arrived Late	1.6	0.5	1.2	0.9	0.8	1.0	1.4	0.9	0.8	1.6	0.8	0.9	1.2	0.6	1.0
Don't know/No answer	16.1	9.3	21.5	11.0	8.3	26.1	12.8	7.8	24.1	12.9	11.2	24.2	13.1	14.0	24.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A2-34
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 1999 and 2000

Mail Sent		rcentage First-Cla			Pieces Pe shold Per	
	1987	1999	2000	1987	1999	2000
Business Transactions In Response to Advertising:			•			
Total Response to Advertising	3.55	0.87	1.8	0.61	0.16	0.34
Business Transactions Not in Response to Advertising:	*		•	· · · · · · · · · · · · · · · · · · ·	·	·
Transaction to phone/utility company	2.03	1.45	2.6	0.35	0.27	0.50
Transaction to credit card company	1.45	1.34	2.4	0.25	0.25	0.46
All other business mail	5.09	3.8	7.7	0.9	0.72	1.58
Total Business Not In Response to Advertising	8.57	6.59	12.1	1.5	1.25	2.54
Don't know / No answer	0.08	0.4	0.6	0.01	0.07	0.05
Total Mail Sent by Households to Nonhouseholds	12.2	7.86	15.1	2.1	1.48	2.93

Table A2-35
First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 1999 and 2000

Section	Percent	ige of First-C	lass Mail	Pieces Pe	r Household	Per Week
	1987	1999	2000	1987	1999	2000
Household-to-household	9.1	5.7	7.0	1.6	1.1	1.4
Household-to-nonhousehold	12.2	7.9	14.9	2.1	1.5	2.9
Nonhousehold-to-household	40.6	39.6	48.5	7.0	7.5	8.6
Unknown outgoing	1.9	0.0	0.3	0.3	0.0	0.1
Unknown incoming	0.6	0.6	0.8	0.1	0.1	0.6
Subtotal	64.4	53.8	71.5	11.1	10.2	13.5
Nonhousehold-to-nonhousehold	35.6	46.2	28.5	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

① Includes packages. Does not include franked or penalty mail.

Table A2-36
First-Class Mail -- Telephone Bill Paying
(Percent of Households)
Postal Fiscal Years 1987, 1999 and 2000

Have Heard of Bank Services That Let's Them Pay By Phone		Awareness	ALL HOUSE
	1987	1999	2000
Yes	49.2	59.9	67.3
No	49.2	35.5	31.8
Don't know/No answer	1.6	4.6	0.9
Total	100.0	100.0	100.0

Are Services Available in Community		Availability	
	1987	1999	2000
Yes	24.0	35.5	46.3
No	10.6	7.4	6.7
Don't know/No answer	14.5	17.0	14.3
Have not heard of service	50.8	40.1	32.7
Total	100.0	100.0	100.0

	a that the		Usc	ge		
Use Service	Percer	nt if Services A	vailable	Percent	of Total Hou	seholds
	1987	1999	2000	1987	1999	2000
Yes	4.2	4.4	11.4	1.0	1.8	5.8
No	95.1	96.1	88.4	98.8	97.8	93.8
Don't know/No answer	0.8	0.2	0.2	0.2	0.4	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

# Table A2-37 First-Class Mail Media by Which Mail Order Purchases Made in the Past Month Were Ordered (Percentage of Orders) Postal Fiscal Years 1987, 1999 and 2000

Media	1987	1999	2000
Phone	31.0	57.2	52.0
Mail	67.2	37.9	39.3
Other	1.7	4.9	8.6
Total	100.0	100.0	100.0

Table A2-38
First-Class Mail -- Method of Payment
(From Entry Interview)
Postal Fiscal Years 1987, 1999 and 2000

Welhod of Payment		8	<b>500</b>
By mail	95.7	05 B	7 00
		2.5.	73.0
II Deladi III	N/A	34	37.1
By automatic deduction	21.8	193	33.0
By personal committee		2	0.00
of personal component	A/A	1.5	4.
By telephone	0.8	7.8	8 8
R. ATM		2	0.0
	V/\ ∀/\	0.8	2.5
			)

\* Due to the way questions were worded in the 1987 version of the Entry interview, information regarding percentages is unavailable from the data.

\*\* Percentages total exceed 100% due to households using more than one method of bill payment.

Table A2-39 First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Age of Head of Household Postal Fiscal Years 1987, 1999 and 2000

		Pi	eces Per Hous	ehold Per Mor	th A. A. A.				
Age		ew ① (Perceiv	ed volume)	Diary Data (Actual Volume)					
	1987	1999	2000	1987	1999	2000			
18 - 21	6.6	4,1	6.2	2.4	0.3	0.6			
21 - 24	3.5	2.4	4.6	2.2	0.3	0.7			
25 - 34	4.2	2.6	4.8	2.8	1.2	0.8			
35 - 44	4.3	2.8	4.9	2.6	1.1	1.1			
45 - 54	5.0	2.9	5.0	3.0	1.0	1.5			
55 - 64	5.4	3.4	5.3	3.7	2.2	1.6			
65 - 69	5.1	3.3	5.4	2.8	1.7	1.8			
70+	6.0	3.7	6.1	3.5	1.7	1.7			

① Includes thank you notes.

Table A2-40

First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Education of Head of Household

(From Entry Interview)

Postal Fiscal Years 1987, 1999 and 2000

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)							
	1987	1999	2000					
< 8th grade	25.7	19.8	19.7					
Some high school	29.1	21.1	21.0					
High school	34.9	24.9	25.7					
Some college	37.4	30.3	27.1					
Professional or technical school	39.1	32.9	26.3					
College	47.4	38.6	28.7					
Post graduate	56.5	41.3	30.7					

Table A2-41

First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Education of Head of Household Postal Fiscal Years 1987, 1999 and 2000

The state of the s		Pieces Per Household Per Month											
Éducation		try Interview		Diary Data (Actual Volume)									
	1987	1999	2000	1987	1999	2000							
< 8th grade	3.8	2.1	4.3	1.2	0.7	0.8							
Some high school	4.4	2.7	4.9	2.2	0.8	0.7							
High school	4.2	2.6	5.1	2.2	1.0	1.0							
Some college	5.1	3.3	5.2	2.4	1.4	1.1							
Professional or technical school	5.4	2.6	4.6	2.3	1.3	1.0							
College	5.5	3.4	5.4	5.1	1.3	1.5							
Post graduate	6.4	4.5	5.8	5.9	3.3	2.5							

① Includes thank you notes.

Table A2-42

Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Income
Postal Fiscal Years 1987, 1999 and 2000

2014年 <b>基</b> 联系统的联系		Piece	s Per Hous	ehold Per A	Aonth .	and the same
emoonl	** #*** NET 1.2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	iry Interviev ceived volu	The state of the s		Diary Data ctual Volun	
	1987	1999	2000	1987	1999	2000
< \$7K	3.9	3.2	4.0	1.7	1.0	0.6
\$7K - \$9.9K	5.2	2.2	4.5	3.7	0.8	0.5
\$10K - \$14.9K	5.0	2.8	5.3	2.2	0.6	1.1
\$15K - \$19.9K	5.0	3.0	4.8	2.5	0.9	1.1
\$20K - \$24.9K	4.2	2.9	_ 5.8	4.4	1.4	1.0
\$25K - \$29.9K	5.1	2.7	5.1	2.5	1.2	1.2
\$30K - \$34.9K	4.6	2.8	3.1	2.9	1.0	1.2
\$35K - \$49.9K	4.5	2.9	5.4	3.1	1.5	1.3
\$50K - \$64.9K	5.8	3.2	5.0	3.8	1.8	1.5
\$65K - \$79.9K	5.9	3.7	5.8	3.8	2.3	1.7
\$80K - \$99.9K	5.8	2.9	5.3	3.6	0.9	1.7
\$100K+	4.2	4.0	5.6	6.0	1.6	2.4
Total	4.8	3	5.2	3.1	1.4	1.3

① Includes thank you notes.

Table A2-43
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Age of Head of Household
Postal Fiscal Years 1987, 1999 and 2000

Åge		Christonas/Hanükah/New Year's Cards Per Househald (Season)								
	1987	1999	2000							
18 - 21	17.6	12.5	17.1							
22 - 24	19.7	15.3	15.8							
25 - 34	31.9	22.7	22.1							
35 - 44	35.2	28.0	25.7							
45 - 54	42.0	29.8	26.6							
55 - 64	45.4	39.4	29.0							
65 - 69	45.9	32.4	32.2							
70+	44.9	34.0	32.9							

Table A2-44

First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Income
(From Entry Interview)
Postal Fiscal Years 1987, 1999 and 2000

liscome	The second secon	Ghristmas/Flanukah/New Year's Card Household (Season)							
	1987	1999	2000						
< \$7K	20.6	15.0	18.5						
\$7K - \$9.9K	26.7	18.9	17.5						
\$10K - \$14.9K	31.6	19.5	22.4						
\$15K - \$19.9K	32.4	24.3	23.6						
\$20K - \$24.9K	32.5	25.4	24.9						
\$25K - \$29.9K	37.7	26.5	24.3						
\$30K - \$34.9K	38.9	25.0	24.3						
\$35K - \$49.9K	44.6	26.9	26.4						
\$50K - \$64.9K	50.7	36.9	29.0						
\$65K - \$79.9K		·	31.8						
\$80K - \$99.9K	61.4	37.6	33.6						
\$100K or More			33.8						
Total	38.1	29.8	26.7						

Table A2-45
First-Class Mail -- Timing of Bill Payment
Postal Fiscal Years 1987, 1999 and 2000

Timing	1987	1999	2000
Within a day or two of arrival	16.5	9.2	15.4
Weekly	6.5	7.2	8.7
Every two weeks	15.4	16.9	15.0
Once a month	34.4	39.6	31.2
As they become due	26.0	25.8	26.0
Some other time	0.6	0.7	3.0
Don't know/Don't answer	0.4	0.6	0.8
Total	100.0	100.0	100.0

Table A2-46

First-Class Mail -- Timing of Bill Payment -- by Age of Head of Household

(Percentage of Households)

Postal Fiscal Years 1987, 1999 and 2000

Timing		18 - 21		gwa j	22 - 24			25 - 34		35 - 44			
Timing	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Within a day or two of arrival	16.0	9.2	15.0	19.2	8.6	18.4	10.1	6.5	11.7	7.6	6.2	10.4	
Weekly	2.3	3.5	7.3	3.7	9.0	7.3	7.7	9,7	10.7	7.5	7.7	12.6	
Every two weeks	18.1	12.9	10.5	15.3	17.3	10.6	20.5	22.6	19.4	20.1	20.7	20.9	
Once a month	43.2	33.1	38.1	28.8	36.9	27.8	27.8	32.1	27.5	36.7	36.3	28.1	
As they become due	20.0	40.3	24.7	32.5	26.6	32.2	32.2	28.8	28.1	26.8	27.5	24.6	
Some other time	0.0	0.4	3.2	0.2	1.2	2.1	0.5	0.2	2.2	0.7	1.0	3.0	
Don't know/Don't answer	0.4	0.7	1.2	0.3	0.4	1.6	0.8	0.1	0.4	0.5	0.7	0.4	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

		45 - 54			55 - 64			65 - 69		70+		
Timing	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Within a day or two of arrival	10.2	6.4	11.5	22.0	9.5	14.4	29.8	11.6	21.7	34.5	19.2	27.5
Weekly	8.6	8.0	9.1	5.5	5.8	9.6	3.5	5.4	3.6	4.3	4.7	3.5
Every two weeks	22.8	18.6	18.5	10.9	15.7	12.8	4.0	11.1	8.1	2.2	5.4	6.5
Once a month	34.0	40.6	31.6	35.4	45.0	34.6	44.1	41.9	37.7	37.3	48.1	33.6
As they become due	22.3	24.9	24.8	25.0	23.5	25.4	18.6	27.9	24.7	21.4	20.6	26.0
Some other time	1.3	0.9	4.0	8.0	0.2	2.6	0.0	1.5	4.0	0.2	0.8	2.3
Don't know/Don't answer	0.0	0.6	0.5	0.3	0.3	0.6	0.1	0.6	0.2	0.1	1.3	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A2-47
Timing of Bill Payment by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

Timing	<8	<8th Grade			Some High School			High School			Some College		
Fiming 1	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Within a day or two of arrival	23.0	9.3	18.0	22.7	8.0	12.8	16.5	10.0	16.1	14.7	7.2	15.5	
Weekly	2.9	3.3	4.9	5.2	4.0	4.3	6.8	7.2	9.5	5,5	7.0	8.2	
Every two weeks	3.6	8.0	7.5	6.6	7.9	7.4	16.7	15.2	13.2	19.1	20.3	16.8	
Once a month	48.0	55.6	45.5	41.0	48.7	46.6	32.8	40.7	32.5	33.2	38.5	30.2	
As they become due	20.1	23.0	21.8	21.9	29.7	25.2	26.5	25.9	25.5	26.7	25.6	26.1	
Some other time	1.2	0.0	2.3	0.4	1.3	2.9	0.5	0.6	2.8	0.6	0.9	2.9	
Don't know/Don't answer	0.1	0.9	0.0	1.1	0.4	0.7	0.2	0.3	0.5	0.3	0.5	0.3	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Himing :	Techr	rical Co	ollege	ta za za ja	College		Post Graduate			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Within a day or two of arrival	15.7	12.3	17.1	12.2	9.4	15.1	14.5	9.2	14.9	
Weekly	8.9	5.0	8.1	8.3	9.9	10.2	7.4	7.7	8.6	
Every two weeks	14.0	18.3	14.2	21.1	19.7	18.0	16.4	21.8	18.5	
Once a month	35.3	42.0	24.0	29.2	33.3	26.0	31.0	34.6	28.3	
As they become due	25.6	21.9	34.6	28.3	26.0	26.5	29.3	25.7	26.1	
Some other time	0.5	0.2	1.6	0.5	0.9	3.4	0.7	0.4	3.3	
Don't know/Don't answer	0.0	0.2	0.4	0.3	0.8	0.8	0.5	0.6	0.3	
Total	100.0	100.0	100.0	100.0	100.0	100.0.	100.0	100.0	100.0	

Table A2-48

First-Class Mail -- Timing of Bill Payment -- by Household Income
(Percent of Households)

Postal Fiscal Years 1987, 1999 and 2000

	Timing SUnder \$7K			control 5	7K - \$9.9	Kara is	4. 4 <b>- \$</b> 1	OK + \$14	<b>1,9</b> -	\$15K - \$19:9K		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Within a day or two of arrival	17.8	7.4	15.7	27.0	10.3	19.1	21.4	8.6	15.8	20.7	10.5	14.7
Weekly	2.7	0.3	2.2	3.9	0.6	4.5	2.9	2.5	6.8	6.5	4.9	5.9
Every two weeks	6.0	1.4	3.9	7.4	10.9	4.9	9.6	10.2	7.7	15.2	12.4	9.6
Once a month	54.8	70.7	51.5	41.7	65.5	47.2	41.9	52.6	43.6	32.8	45.1	33.7
As they become due	17.0	18.6	23.2	17.9	11.6	24.3	23.5	24.2	23.7	24.3	26.8	32.9
Some other time	0.4	1.4	3.4	0.5	0.1	0.0	0.4	1.1	2.4	0.3	0.1	2.1
Don't know/Don't answer	0.3	0.0	0.0	1.6	1.0	0.0	0.3	0.9	0.0	0.3	0.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	\$2	DK - \$24	9K	\$2	5K - \$29	, <b>9</b> Κ ⊹ ∵	\$3	OK - \$34	,9K	\$3	5K \$49	.9K
	1987	1999	2000	1987	1999	2000	1987	1999	√2000	1987	1999	2000
Within a day or two of arrival	13.6	11.7	18.6	10.5	10.9	14.3	15.1	9.8	14.3	13.0	6.9	14.5
Weekly	5.7	4.9	9.2	6.7	4.6	8.2	6.3	11.3	8.2	10.0	8.9	11.5
Every two weeks	13.1	11.1	10.3	21.1	16.5	17.0	18.1	18.3	17.0	24.7	20.9	17.8
Once a month	31.3	41.4	35.4	31.1	40.2	31.2	32.5	33.8	31.2	25.3	34.8	27.8
As they become due	35.0	29.5	23.4	29.6	26.8	25.7	27.7	26.0	25.7	26.8	27.4	26.3
Some other time	1.2	1.4	2.9	1.1	1.0	3.2	0.1	0.2	3.2	0.1	0.5	1.9
Don't know/Don't answer	0.1	0.0	0.2	0.0	0.0	0.4	0.2	0.6	0.4	0.1	0.6	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

aiming	\$5	OK - \$64	.9K	1.d \$6	5K - <b>\$</b> 79	,9K	\$8	OK - <b>\$</b> 99	9K		\$100K+	.e.gij.prg
Timins	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Within a day or two of arrival	12.6	8.1	14.1	14.3	6.2	14.2	7.7	8.5	8.6	13.5	10.5	12.7
Weekly	12.9	8.9	11.9	7.5	11.1	12.5	15.9	11.4	13.5	3.3	7.7	11.6
Every two weeks	19.6	28.5	20.1	24.7	19.5	21.9	30.3	21.5	22.5	18.9	20.4	22.9
Once a month	26.1	31.4	24.7	20.1	35.8	22.5	25.5	33.4	23.6	32.6	30.7	24.0
As they become due	28.2	22.3	24.5	29.4	27.1	25.6	20.5	23.5	29.0	29.9	29.2	24.3
Some other time	0.4	0.6	3.8	3.9	0.2	3.4	0.0	1.7	2.2	1.9	1.2	3.5
Don't know/Don't answer	0.1	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A2-49
First-Class Mail -- Use of Automatic Deductions
(Percent of Households)
Postal Fiscal Years 1987, 1999 and 2000

Deductions	1987	1999	2000
0	78.1	80.7	68.5
1	13.1	7.8	12.8
2	4.4	5.5	8.1
3	1.6	2.5	4.0
>3	1.3	3.4	6.3
Don't know/No answer	0.5	0.1	0.3
Total	100.0	100.0	100.0

NOTE: 1998 and 1999 figures reflect the responses to, "About how many of your monthly bills are paid by automatic deduction from a bank account?" 1987 figures reflect the response to, "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

First-Class Mail -- Use of Automatic Deductions -- by Income Postal Fiscal Years 1987, 1999 and 2000 (Percentage of Households) Table A2-50

		1. P 1 1		7	0 03 7		5	OK - \$14	٥	LS	5K - \$19	<b>9</b> K
		Under W	200	100	000	2000	1987	1999	2000	1987	1999	2000
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	20 ]	93.4	9.06	0./8	7.76	88./	C. /O	07.0	2.//			c
0			5.0	7 5	4.9	1 9	7.9	4.2	12.5	9.5	2.0	7.11
	0.4	0.	0.0		1		C	2.2	7.7	۲ ا	4 1	4.0
	7 1	000	<u> </u>	2.3	9.0	2.3	7.7	0.0	,	-		
				,		7	A O	9.6	7	_	0.9	<b>4</b> ∪.4
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ota	100.0	2001	21,00	2:00			C	C	7	60	6	90
γοση	0.1	0.2	0.5	0.2	0.7	0.2	7.0	7.7	2	7		
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	74.0	1 44 1	1	263	063	XO	)53	JK - \$34	)K	\$3	. \$49	ЭK
		474 - N	200	1007	0001	2000	1987	6661	2000	1987	1999	2000
	XOX		3		0.7.0	202	75 B	2.5	70.3	1 99	80.5	61.7
	78.3	86.8	70.7	/   .	0.70	5.0	0.5	2.5.5				7
	0 31	27	13.5	168	5.6	4	14.8	7.5	4.4	20.0	٥.٧	
	13.0	ر.	5.5	2.0		,		C	0	7 8		6
	P 6	2 4	8.9	ж Э.	4.7	α. –	0.0	7.4	0.0	2		
7.			-	-	α <	3.0	ν (	20	30	2.6	2.5	4 ن
~	0.	2.5	ري. ا	-	0.0				C	c	2 2	7 1
	_	7 7	5.8	_	2.4	ω 	9.	2.8	3.8	7.7	2.3	
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Don't know/No answer	4.	0.0	0.0	۲,	2				000	000	0 001	1000
	ט טטן	1000	100.0	100.0	100.0	100.0	100.0	100.0	0.001	100.0	0.001	2.00
otal	200		1	0	20	70	V 0	D A	0.6	90	4.0	6.0
Mean	0.3	0.4	0.7	0.0	5.5	0						

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	707	75.7	2004	7 87	70.7	55 4	763	717	56.4	68.2	65.1	52.5
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	18.0	10.3	7.01	0.0		- 5.5	200	7.0	120	57	1,4	11.9
2	5.7	7.3 I	12.9	8.8	7.11	- 5-	7.7	/:/	/. 7	200		Ca
	4.0	1.7	4.9	2.4	2.9	5.5	3.4	4.9	3.8	7.0	4.4	7.0
7	0	0.5	7	_	4.0	9.4	0.5	3.9	12.2	3.7	10.3	4.3
+ +	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	200	-	70	0.0	90	00	0.0	9.0	1.4	9.1	0.4
Don't know/No answer	ر د ا	- 00,		000	0001	0001	1000	1000	100 0	100.0	100.0	100.0
Total	100.0	100.0	00.00	100.0	200	2.00		200	7.7	0.5	-	9
Mean	0.5	9.0	6.0	0.5	0.0	7.1	00	/:0	9	2		

NOTE: 1999 figures reflect the response to "About how many of your monthly bills are paid by automatic deduction from a bank
account?" 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged
basis from savings or checking accounts?"
 Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9

Table A2-51

First-Class Mail -- Use of Automatic Deductions -- by Age
(Percentage of Households)

Postal Fiscal Years 1987, 1999 and 2000

	HIN FAT	8 - 21		edit d	22 - 24	rus is	Matila 1	25 - 34	and H		35 - 44	
Number of Monthly Deductions	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
О	89.3	92.9	75.9	92.0	94.0	78.4	75.3	84.2	67.9	73.5	80.5	65.3
1	7.7	3.6	10.6	5.1	4.9	11.2	15.5	7.7	15.5	16.0	7.7	15.3
2	2.1	0.0	6.9	1.2	0.2	7.0	5.8	5.2	8.4	5.4	6.2	8.9
3	0.0	3.5	2.9	0.2	0.2	1.6	1.5	1.4	3.7	1.9	2.1	4.1
4 +	0.5	0.0	3.7	0.2	8.0	1.8	1.1	1.5	4.1	1.4	3.1	6.2
Don't know/No answer	0.4	0.0	0.0	1.3	0.0	0.0	0.8	0.0	0.4	1.8	0.4	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.1	0.6	0.1	0.1	0.4	0.4	0.3	0.7	0.4	0.4	0.9

Number of Monthly Deductions	4	45 - 54	1.		55 - 64	e eta		65 - 69			70+	
Number of Monthly Deductions	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
0	70.9	76.8	65.1	79.7	79.9	69.7	81.6	84.0	70.5	88.1	76.7	69.6
	18.5	9.6	13.8	11.2	8.1	11.2	10.7	4.1	9.9	5.7	8.5	9.4
2	4.1	5.4	9.0	5.1	8.0	7.4	2.7	4.2	8.8	2.7	4.4	7.4
3	2.8	3.8	4.9	0.8	1.2	4.1	2.0	_2.8	2.7	1.6	4.3	4.8
4 +	1.0	4.3	7.0	1.6	2.8	7.2	2.1	4.8	7.9	1.1	5.9	8.4
Don't know/No answer	2.7	0.0	0.3	1.6	0.0	0.3	0.9	0.1	0.2	0.8	0.1	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	0.6	0.9	0.3	0.4	8.0	0.4	0.5	8.0	0.2	0.6	0.9

① NOTE: 1999 figures reflect the response to "About how many of your monthly bills are paid by automatic deduction from a bank account?" 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"



#### Appendix A3: Standard Mail (A)

Table A3-1
Standard Mail (A) Content of Mailpiece
(Percentage of Standard Mail (A) Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

- € Content	1987	1999	2000
Advertisement	80.9	88.6	90.8
Fund request	1.2	1.0	1.0
Newsletter/information/other	10.9	7.6	6.9
Don't know/No answer	7.0	2.8	1.3
Total	100.0	100.0	0.001

Table A3-2
Standard Mail (A) by Major Industry by Quarter
(Mean Pieces Per Household Per Week)
Postal Fiscal Years 1987, 1999 and 2000

	\$ \$ \$ <b>(</b>	Quarter	1 10 10	eta e Nagari	Quarter	2		Quarter	3	(	Quarter	4
industry	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Credit Card	0.2	0.5	0.5	0.2	0.5	0.4	0.3	0.7	0.9	0.2	0.6	0.9
Bank	0.2	0.3	0.2	0.1	0.2	0.2	0.3	0.3	0.5	0.2	0.3	0.4
Total Financial	0.9	1.5	1.2	0.8	1.2	1.2	1.2	1.8	2.6	0.8	1.4	2.3
Supermarkets	0.3	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.4	0.2	0.1	2.1
Department store	1.4	0.9	0.9	0.8	0.6	0.6	1.3	0.9	1,1	1.1	0.7	1.2
Mail order company	1.1	2.1	1.6	1.4	1.5	1.4	1.3	1.9	2.6	1.3	1.7	2.6
Specialty store	0.8	0.8	0.5	0.7	0.6	0.4	8.0	0.6	1.0	0.7	0.5	0.9
Publisher	0.9	1.0	0.6	1.4	1.0	0.6	0.9	0.8	1.1	1.2	1.0	1.3
Total Merchants	4.9	5.1	4.0	4.8	3.9	3.3	5.0	4.5	6.5	4.8	4.1	6.4
Total Services	0.5	1.0	1,1	0.4	0.9	0.9	0.7	1.0	1.7	0.5	0.9	1.5
Total Social/Charitable/Political/Nonprofit	0.5	0.4	2.1	0.2	0.2	1.6	0.2	0.2	3.5	0.2	0.2	3.0
Detached label	0.6	0.6	0,2	0.5	0.5	0.2	0.7	0.7	0.5	0.6	0.6	0.4
Not from one organization	0.6	0.4	2.6	0.4	0.3	1.8	0.4	0.4	3.0	0.4	0.3	2.7
Total Pieces Per Household Per Week	8.2	9.5	11.1	7.3	7.2	8.9	8.4	9.0	17.9	7.4	7.6	16.4

Table A3-3
Standard Mail (A) Addressee
(Percentage of Total Standard Mail (A))
Postal Fiscal Years 1987, 1999 and 2000

Addressee	Percen	of Total S Mail (A)	landard	Pieces Per	Household	l Per Week
	1987	1999	2000	1987	1999	2000
Addressed to specific person	50.1	47.3	55.8	5.29	6.28	9.20
Addressed to occupant	22.7	14.4	10.5	2.39	1.91	1.73
Don't know/No answer	0.9	0.9	7.2	0.11	0.12	1.19
Total Pieces Received by Household	73.7	62.6	73.5	7.78	8.31	12.12

### Table A3-4 Standard Mail (A) Addressee by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Industry	Specif	dressec ic Hous Nember	sehold	1	dressed ant/ Re	1		Total	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Financial:									
Credit card	97.1	95.9	95.8	2.0	1.4	2.5	100.0	100.0	100.0
Bank	89.8	91.4	92.4	_8.7	6.0	6.2	100.0	100.0	100.0
Securities broker	96.8	97.6	95.6	2.9	1.1	3.6	100.0	100.0	100.0
Money Market ①	93.7	98.2	93.2	0.0	1.8	3.4	100.0	100.0	100.0
Insurance Company	93.2	89.6	93.2	5.5	8.5	5.2	100.0	100.0	100.0
Real Estate/Mortgage	72.8	80.6	81.7	26.7	17.6	17.9	100.0	100.0	100.0
Total Financial	92.1	92.1	92.0	6.8	5.7	6.5	100.0	100.0	100.0
Merchants:			,			<del></del>			
Supermarkets	11.1	26.6	22.2	87.7	73.3	77.2	100.0		100.0
Department store	68.3	73.3	76.2	30.9	26.0	22.6	100.0	100.0	0.00
Mail order company	95.8	96.5	97.4	3.3	2.7	1.9			
Specialty store	56.4	62.8	72.8	43.0	36.6	26.0		100.0	
Publisher	72.0	75.8	89.5	25.8	22.2	7.4		100.0	
Land promotion company ①	92.0	96.4	84.6	8.0	3.6	14.2			
Restaurant	21.3	23.1	N/A	77.6	74.5	N/A		100.0	
Consumer packaged goods	86.1	92.3	N/A	13.5	6.9	N/A	100.0	100.0	100.0
Auto dealers	88.7	94.9	N/A	8.6	4.2	N/A			
Service stations ①	56.4	87.5	N/A	43.6	12.5	N/A	100.0	100.0	
Moll ①	19.3	34.4	N/A	80.7	65.6	N/A	100.0	100.0	100.0
Other merchants	19.4	78.1	N/A	83.3	21.9	N/A		100.0	
Total Merchants	72.1	80.4	73.8	26.7	18.6	24.9	100.0	100.0	100.0
Services:						<u></u>			
Telephone	94.6	70.7	84.0	4.7	28.4	14.2		100.0	
Other Utilities ①	90.4	94.7	93.6	2.4	4.5	15.1		100.0	
Medical	77.2	81.5	82.7	22.7	17.1	16.8		100.0	
Other professional ①	91.0	92.7	88.5	6.5	6.5	10.6		100.0	
Leisure service	85.2	86.1	91.7	14.5	13.2	7.3		100.0	
Cable TV	80.1	64.9	58.7	19.9	35.1			100.0	
Computer	98.3	87.2	85.7	1.1	10.9		100.0		
Craftsman ①	41.9		N/A	57.2			100.0		
Total Services	81.5	80.1	83.6	17.5	18.8		100.0		
Nonfeder: Government	73.3	80.2	74.6	26.3	18.8	25.3	100.0	100.0	100.0
Social/Chuitable/Political/Nonprofit:									
Union o rofessional Organization ①	89.6	96.8	95.1	10.4	3.0	2.6		100.0	
Church	79.4	80.8	89.6	15.9	19.2	8.2	100.0	100.0	100.0
Educo nal	87.9	84.8	87.8	11.4	15.1	11.0		100.0	
Charities ①	98.1	94.4	95.9	1.9	5.1	1.7	100.0	100.0	100.0
Political Campaign	87.3	92.0	91.8	12.1	8.0	7.7		100.0	
AARP ①	100.0	95.0	N/A	0.0	5.0	N/A		100.0	
Total Social/Charitable/Political/Nonprofit	88.3	88.2	92.0	10.7	11.6	6.2	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

Table A3-5 Standard Mail (A) by Shape Postal Fiscal Years 1987, 1999 and 2000

Shape	Total	ercentage Standard /		Pieces Per Household Per Week			
Company of the Compan	1987	1999	2000	1987	1999	2000	
Letter Size Envelope	17.3	17.0	19.0	1.83	1.91	3.13	
Larger Envelope	12.0	11.1	10.5	1.26	1.43	1.74	
Total Envelope	29.3	28.1	29.5	3.09	3.34	4.87	
Detached Label Card	5.8	4.6	1.7	0.61	0.58	0.28	
Postcard	1.8	3.2	4.2	0.2	0.41	0.69	
Catalog (not in envelope)	14.2	13.1	12.7	1.5	1.53	2.09	
Flyers/Circulars	20.1	14.8	12.1	2.12	1.87	1.99	
Magazines/Newsletters	1.7	3.4	4.7	0.18	0.45	0.77	
Other/Don't Know/No answer	1.0	1.1	7.5	0.1	0.15	1.24	
Total Pieces Received by Households	73.8	68.3	73.5	7.78	8.31	12.12	

#### Table A3-6a Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households) Postal Fiscal Years 1987, 1999, 2000

Industry		tter Si nvølop		Larger Than Letter Envelope			Postcard			Catalog (not in envelope)		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Financial:	_											
Credit card	59.5	62.3	67.7	28.1	32.1	22.6	0.4	1.2	2.9	3.1	0.2	1.3
Bank	65.0	67.1	59.8	14.6	13.1	14.1	3.4	4.3	6.8	1.8	0.5	0.3
Securities broker	56.3	37.8	25.7	18.7	28.0	39.9	0.5	0.6	1.8	5.2	1.8	6.0
Money Market ①	66.1	30.6	27.5	8.3	24.4	36.3	0.7	5.3	0.4	8.5	6.5	7.3
Insurance Company	66.8	50.0	55.6	19.9	<b>3</b> 0.7	23,1	0.7	2.4	2.1	1.4	0.5	1.3
Real Estate/Mortgage	32.1	50.8	40.8	7.3	7.7	7.2	10.7	22.4	25.0	3.2	0.3	1.2
Total Financial	60.1	56.8	56.5	19.4	25.5	22.2	2.0	4.1	4.5	2.6	0.6	1.8
Merchants:												
Supermarkets	4.0	4.0	5.1	2.7	3.4	6.0	0.7	2.6	3.3	5.2	3.1	10.0
Department store	8.8	7.5	6.8	3.6	4.5	4.9	3.3	9.1	12.1	40.8	20.4	35.7
Mail order company	20.8	9.8	8.0	22.0	16.2	12.6	0.8	0.9	1.2	48.5	63.3	65.6
Specialty store	10.5	7.6	9.3	6.5	5.6	5.5	5.1	10.2	10.1	26.8	15.1	34.2
Publisher	26.5	26.6	35.3	34.1	32.5	28.4	1.2	1.4	2.2	4.4	5.0	6.7
Land promotion ①	78.1	20.8	42.1	4.4	35.3	17.7	1.3	15.5	20.6	3.4	2.0	2.7
Restaurant	4.5	6.5	N/A	1.6	2.3	N/A	21.8	32	N/A	2.1	2.0	N/A
Consumer packaged goods	35.1	16.3	N/A	16.1	28.3	N/A	2.2	5.0	N/A	5.6	3.8	N/A
Auto dealers	28.1	25.7	N/A	13.6	9.4	N/A	6.5	8.1	N/A	7.1	3.7	N/A
Service stations ①	14.2	4.4	N/A	0.0	2.0	N/A	5.9	28.7	N/A	0.0	0.0	N/A
Mall ①	0.7	0.0	N/A	0.0	0.0	N/A	0.9	26.7	N/A	21.6	18.3	N/A
Total Merchants	18.0	12.9	13.4	16.3	15.9	13,1	2.5	4.4	5.4	28.1	31.9	40.2
Services:				_								
Telephone	28.9	46.0	45.4	42.9	13.3	20.2	5.2	12.1	9.8	6.2	1.5	1.1
Other Utilities ①	33.1	26.9	38.1	9.5	15.5	16.3	2.2	5.8	9.4	6.0	2.2	0.5
Medical	27.1	20.5	20.6	8.1	13.4	14.2	6.9	12.3	11.4	2.6	4.9	5.3
Other professional ①	48.6	49.6	38.4	14.0	18.3	6.8	1.8	6.2	7.2	1.9	0.8	5.7
Leisure service	41.5	36.4	28.6	15.9	14.7	15.7	4.2	9.4	9.5	4.1	5.3	9.8
Cable TV	15.4	14.7	15.6		6.3	7.0	7.8	16.9	27.1	20.6	0.6	3.0
Computer	30.7	20.3	20.9	27.6	13.5	19.4	0.0	9.4	9.6	16.2	21.6	19.0
Craftsman ①	13.2	13.0		9.9	18.1	N/A	5.9	18.3	N/A	0.0	0.8	N/A
Total Services	32.8	32.0	29.9	17.5	14.3	15.0	6.0	11.1	11.9	6.1	4.9	6.4
Government:												
Nonfederal Government	17.5	13.7	20.7	9.1	4.8	10.7	4.0	6.2	4.4	10.0	1.7	4.6
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	<del></del>		17.7	14.1	18.0	2.2	8.4	2.4	3.4	1.2	4.8
Church ①	36.3		<del></del>		11.2		3.5	19.1	6.4	4.3	7.0	1.6
Educational	40.0	-	<del></del>					1.8	6.7	7.1	5.5	8.7
Political Campaign	33.1	14.2			5.6	12.1	8.4	10.5			0.3	0.6
AARP ①	20.9	29.7	N/A	57.2	60.8	N/A	0.0	2.5	N/A	8.1	2.2	N/A
Total Social/Charitable/Political/ Nonprofit	37.0	26.4	43.6	12.4	14.3	16.8	4.5	7.0	5.9	3.3	3.3	3.3
Total	23.5	23.0	25.9	16.2	17.2	14.3	2.5	4.9	5.7	19.2	18.4	17.3

① Fluctuations may be due to small sample size.

### Table A3-6b Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households) Postal Fiscal Years 1987, 1999 and 2000

Industry		Flyers			vspapi igazin	たい はいだめご 準書	Other/ Don't Know				100 kg 21 kg	
	1987	1999	2000		1999	2000	1987	1999	2000	1987	1999	2000
Financial:											-	
Credit card	8.1	3.8	3.9	0.0	0.1	0.2	0.6	0.3	1.0	100	100	100
Bank	14.3	11.7	14.3	0.1	2.7	1.8	0.7	0.6	1.9	100	100	100
Securities broker	16.6	12.1	11.6	1.6	6.9	8.1	1.1	12.8	2.2	100	100	100
Money Market ①	14.6	28.4	12.2	0.0	4.2	9.0	1.8	0.6	N/A	100	100	100
Insurance Company	10.2	11.3	11.3	0.5	4.6	4.9	0.5	0.5	0.8	100	100	100
Real Estate/Mortgage	44.9	17.2	20.2	1.4	1.3	1.4	0.5	0.3	1.5	100	100	100
Total Financial	14.7	9.3	9.6	0.5	2.5	2.8	0.8	1.2	1.2	100	100	100
Merchants:									<u> </u>			ليسيا
Supermarkets	85.7	81.2	62.0	0.8	4.2	12.1	0.7	1.5	0.6	100	100	100
Department store	42.5	54.1	32.8	0.3	2.6	4.1	0.6	1.8	0.9	100	100	100
Mail order company	7.0	5.6	5.1	0.2	1.7	2.9	0.8	2.5	0.9	100	100	100
Specialty store	49.8	56.7	32.8	0.3	3.8	4.6	0.7	1.0	1,1	100	100	100
Publisher	20.4	11.8	8.9	12.1	20.7	14.2	1.2	2.0	1.7	100	100	100
Land promotion ①	12.7	15.9	11.2	0.0	9.2	1.4	0.0	1.3	1.7	100	100	100
Restaurant	70.0	55.3	N/A	0.0	1.1	N/A	0.0	0.8	N/A	100	100	N/A
Consumer packaged goods	38.0	37.2	N/A	1.8	7.3	N/A	1.2	2.1	N/A	100	100	N/A
Auto dealers	42.7	48.6	N/A	1.8	3.5	N/A	0.2	1.0	N/A	100	100	N/A
Service stations ①	79.9	64.9	N/A	0.0	0.0	N/A	0.0	0.0	N/A	100	100	N/A
Mall ①	75.9	55	N/A	1.0	0.0	N/A	0.0	0.0	N/A	100	100	N/A
Total Merchants	31.3	26.6	18.0	2.9	6.3	5.6	0.9	2.0	1.1	100	100	100
Services:	<u> </u>	<u> </u>	<u> </u>		<u> </u>		<u> </u>		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Telephone	14.3	25.8	18.9	1.3	0.6	1.7	1.3	0.7	1.8	100	100	100
Other Utilities ①	29.3	36.1	25.8	5.0	13.1	6.1	14.7	0.4	2.4	100	100	100
Medical	50.5	32.0	29.4	4.4	15.5	16.5	0.5	1.4	0.7	100	100	100
Other professional ①	31.5	19.1	29.9	2.2	5.6	9.1	0.0	0.4	1.1	100	100	100
Leisure service	33.1	25.7	26.4	0.8	7.1	5.3	0.4	1.4	1.1	100	100	100
Cable TV	36.0	57.1	39.2	3.9	4.2	6.4	1.9	0.2	0.7	100	100	100
Computer	24.9	20.4	20.5	0.7	4.3	3.4	0.0	10.5	5.7	100	100	100
Craftsman ①	70.4	47.6	N/A	0.6	2.2	N/A	0.0	0.0	N/A	100	100	N/A
Total Services	34.3	30.0	26.9	2.0	5.8	6.4	1.3	1.9	1.6	100	100	100
Government:	↓	<b>_</b>	1	<u> </u>	<b>└</b>	<u> </u>	<u></u>	ļ <u> </u>	<del> </del>	1	100	1.00
Nonfederal Government	55.8	57.6	45.6	2.2	14	12.2	1.3	2.0	1.7	100	100	100
Social/Charitable/Political/Nonprofit:	<u> </u>	<u> </u>	<b>.</b>	<b> </b>	<del> </del>	<del> </del>	<del> </del>	\	<del>                                     </del>	1.00	1.00	1.00
Union/professional ①	35.6		17.9		14.7		<del></del>	0.3	1.0	100		100
Church ①			25.1			13.8	<del></del>	0.3	1.6	100		
Educational	33.7		28.1		10.4			0.2	1.0	100		
Political Campaign			36.2		2.0	5.8	0.2	0.1	0.7	100		
AARP ①	6.7	1.8			3.1	N/A		0.0	N/A			
Total Social/Charitable/Political/	39.8	40.0	18.9	2.4	8.7	9.1	0.4	0,3	1.3	100	100	100
Nonprofit	1	1=-	1	+	<del> </del>	<del> </del>	+	1	1,00	1 700	100	+122
Total	27.2	22.4	16.4	2.3	5.4	6.4	1.3	8.7	10.2	100	100	100

① Fluctuations may be due to small sample size.

### Table A3-7a Standard Mail (A) Shape by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Industry		itter Si			r Than		Postcards			
industry		velop			velop			0000		
(2 fgr 5) (2 fgr 5) (	1987	1999	2000	1987	1999	2000	198/	1999	2000	
Financial:	7.5	100	11.0		365	0.0				
Credit card	7.5	18.2	14.0	5.1	12.5	8.8	0.5	1.6	2.8	
Bank	6.9	9.5	5.6	2.3	2.5	2.5	3.4	2.8	2.9	
Securities broker	2.7	2.2	1.3	1.3	2.1	3.9	0.2	0.2	0.4	
Money Market	0.4	0.2	0.3	0.1	0.2	0.8	0.0	0.1	0.0	
Insurance Company	10.8	10.2	7.3	4.7	8.4	5.7	1.0	2.4	1.3	
Real Estate/Mortgage	1.4	3.8	1.2	0.5	0.8	0.4	4.4	7.9	3.4	
Other Financial	0.6	0.2	0.7	0.3	0.1	0.4	0.0	0.0	0.5	
Total Financial	30.3	44.3	4.4	14.3	26.6	3.2	0.0	15.1	1.6	
Merchants:	·		<u>.                                    </u>	<b>,</b>						
Supermarkets	0.5	0.3	0.3	0.5	0.3	0.6	0.9	0.8	0.8	
Department store	5.6	3.0	2.0	3.3	2.4	2.7	19.7	17.3	16.6	
Mail order company	14.4	9.2	5.0	22.1	20.4	14.8	5.2	3.9	3.4	
Specialty store	4.1	2.5	1.9	3.7	2.5	2.1	19.0	16.0	9.7	
Publisher	15.5	13.0	9.8	28.9	21.3	14.8	6.4	3.1	2.8	
Land promotion company	1.9	0.1_	0.3	0.2	0.2	0.2	0.3	0.2	0.6	
Restaurant	0.1	0.1	N/A	0.1	0.1	N/A	6.1	3.1	N/A	
Consumer packaged goods	2.4	1.2	N/A	1.6	2.8	N/A	1.4	1.8	N/A	
Auto dealers	0.7	0.7	N/A	0.5	0.3	N/A	1.4	1.1	N/A	
Service stations	0.1	0.0	N/A	0.0	0.0	N/A	0.3	1.3	N/A	
Mall	0.0	0.0	N/A	0.0	0.0	N/A	0.1	0.2	N/A	
Other merchants	2.7	0.4	N/A	2.2	0.2	N/A	1.9	0.6	N/A	
Total Merchants	48.0	30.5	3.2	63.1	50.5	5.9	62.7	49.4	5.7	
Services:										
Telephone	1.0	4.9	2.8	2.1	1.9	2.3	1.7	6.0	2.8	
Other Utilities	0.3	0.4	0.6	0.1	0.3	0.5	0.2	0.4	0.7	
Medical	1.1	1.3	1.2	0.5	1.1	1.6	2.5	3.6	3.2	
Other professional	0.8	0.8	0.8	0.3	0.4	0.3	0.3	0.4	0.7	
Leisure service	2.9	4.6	2.6	1.6	2.5	2.7	2.7	5.6	4.0	
Cable TV	0.6	0.5	0.4	0.8	0.3	0.3	2.9	2.9	3.0	
Computer	0.3	1.0	1.0	0.4	0.9	1.7	0.0	2.2	2.0	
Craftsman	0.1	0.3	N/A	0.1	0.6	N/A	0.4	2.1	N/A	
Other services	2.3	1.8	2.9	1.4	1.4	2.2	5.4	2.6	6.1	
Total Services	9.4	15.7	1.5	7.3	9.4	1.4	16.1	25.6	2.8	
Nonfederal Government	0.7	0.9	0.8	0.6	0.4	0.8	1.6	1.8	0.8	
Social/Charitable/Political/Nonprofit:		<u> </u>			<del></del>	<u> </u>	<u> </u>		1	
Union/pro: essional	0.6	0.5	1.9	0.4	0.3	1.8	0.3	0.5	0.6	
Church	0.3	0.2	4.5	0.1	0.2	2.1	0.3	1.1	3.3	
Educational	1.2	1.3	4.5	0.6	0.6	3.2	0.8	0.4	4.9	
Politice	1.6	0.5	2.2	0.2	0.2	1.6	3.7	1.6	4.2	
AARP	0.1	0.1	N/A	0.5	0.3	N/A	0.0	0.0	N/A	
Other social/Charitable/Political/Nonprofit	1.1	0.7	3.4	0.6	0.8	3.4	0.5	0.4	3.8	
Total Social/Charitable/Political/Nonprofit	4.9	3.3	3.3	2.4	2.4	2.4	5.6	4.1	3.4	
Not from one organization	4.3	3.8	3.5	10.9	9.9	8.6	2.9	1.5	7.5	
Dan't know/No answer	2.4	1.0	1.6	1.4	0.3	1.5	1.6	0.1	1.8	
Total			100.0							

### Table A3-7b Standard Mail (A) Shape by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

		Catalog	ر الله و ا		·		Newspapers/			
Industry		in enve	ope)	Flyers			Magazines			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Financial:										
Credit card	0.5	0.1	0.4	0.9	1.2	1.3	0.0	0.2	0.2	
Bank	0.2	0.1	0.1	1.3	1.7	2.1	0.1	1.7	8.0	
Securities broker	0.3	0.1	0.5	0.7	0.7	1.0	0.8	1.7	2.0	
Money Market	0.1	0.0	0.1	0.1	0.2	0.2	0.0	0.1	0.5	
Insurance Company	0.3	0.1	0.3	1.4	2.4	2.4	0.8	4.0	3.1	
Real Estate/Mortgage	0.2	0.0	0.1	1.7	1.3	1.0	0.6	0.4	0.2	
Other Financial	0.0	0.1	0.1	0.3	0.0	0.3	0.2	0.2	0.3	
Total Financial	1.6	0.6	0.2	6.4	7.4	1.2	2.5	8.3	1.0	
Merchants:									<u> </u>	
Supermarkets	0.9	0.2	0.8	10.0	5.2	5.4	1.1	1.1	3.2	
Department store	31.9	10.3	15.3	23.4	22.5	15.4	2.1	4.5	5.9	
Mail order company	41.0	74.2	59.5	4.2	5.4	5.1	1.4	6.7	8.6	
Specialty store	12.9	6.3	10.2	17.0	19.3	10.7	1.4	5.4	4.5	
Publisher	3.2	3.1	2.7	10.3	5.9	3.9	71.9	43.3	19.0	
Land promotion company	0.1	0.0	0.0	0.3	0.1	0.1	0.0	0.1	0.0	
Restaurant	0.1	0.0	N/A	1.8	1.1	N/A	0.0	0.1	N/A	
Consumer packaged goods	0.5	0.4	N/A	2.2	2.9	N/A	1.3	2.3	N/A	
Auto dealers	0.2	0.1	N/A	0.9	1.4	N/A	0.4	0.4	N/A	
Service stations	0.0	0.0	N/A	0.4	0.7	N/A	0.0	0.0	N/A	
Mali	0.2	0.0	N/A	0.4	0.1	N/A	0.1	0.0	N/A	
Other merchants	0.9	0.2	N/A	1.4	0.4	N/A	0.0	0.3	N/A	
Total Merchants	91.9	94.8	14.7	72.3	65.0	6.8	79.7	64.2	6.9	
Services:		<u> </u>	<u> </u>		·					
Telephone	0.3	0.2	0.1	0.4	2.8	1.8	0.4	0.3	0.5	
Other Utilities	0.1	0.0	0.0	0.2	0.6	0.6	0.4	0.8	0.5	
Medical	0.1	0.4	0.5	1.7	2.0	2.8	1.7	4.0	4.8	
Other professional	0.0	0.0	0.2	0.5	0.3	1.0	0.4	0.4	0.9	
Leisure service	0.3	0.8	1.3	2.0	3.3	3.8	0.6	3.8	2.3	
Cable TV	1.0	0.0	0.1	1.2	2.1	1.5	1.6	0.7	0.7	
Computer	0.2	1.3	1.3	0.2	1.0	1.5	0.1	0.9	0.8	
Craftsman	0.0	0.0	N/A	0.5	1.2	N/A	0.0	0.2	N/A	
Other services	0.2	0.2	0.4	1.8	1.7	4.4	0.8	1.0	2.0	
Total Services	2.2	3.0	0.5	8.5	15	2.2	6.0	12.2	1.6	
Nonfederal Government	0.5	0.1	0.3	2.0	3.7	2.9	1.0	3.8	2.4	
Social/Charitable/Political/Nonprofit:		•		<u> </u>		1	<u> </u>	<u> </u>		
Union/professional	0.1	0.0	0.4	0.4	0.3	1.5	0.4	0.9	4.8	
Church	0.0	0.1	0.3	0.3	0.4	4.4	0.7	0.7	7.4	
Educational	0.3	0.3	2.0	0.9	1.8	7.1	0.4	1.9	10.6	
Political	0.0	0.0	0.1	2.2	2.2	4.0	0.6	0.3	2.0	
AARP	0.1	0.0	N/A	0.0_	0.0	N/A	0.4	0.1	N/A	
Other	0.0	0.0	0.5	0.7	0.4	5.0	0.8	0.8	4.5	
Total	0.5	0.5	0.6	4.5	5.1	4.4	3.3	4.6	5.8	
Not from one organization	1.9	0.4	2.0	4.9	3.2	6.3	6.0	5.8	14.3	
Don't know/No answer	1.4	0.4	1.8	1.4	0.2	1.2	1.5	0.5	1.8	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

Table A3-8
Standard Mail (A) Shape by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

The track of the second	Specific	lousaheld	Member	Occ	upant/Res	ident		No Answe			Total	
	1987	-1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	89.5	88.7	91.6	8.6	8.2	5.2	1.9	3.1	3.2	100.0	100.0	100.0
Larger envelope	87.2	88.5	92.2	11.1	9.4	5.9	1.7	2.2	1.9	100.0	100.0	100.0
Detached label card	5.5	3.4	13.6	94.4	96.6	85.7	0.1	0.1	0.7	100.0	100.0	100.0
Postcard	65.4	70.7	63.9	34.4	29.3	35.4	0.2	0.0	0.7	100.0	100.0	100.0
Catalog	84.0	94.9	94.3	15.6	4.9	7.5	0.4	0.2	1.3	100.0	100.0	100.0
Flyers	47.8	64.1	17.1	51.5	35.6	28.1	0.7	0.3	0.9	100.0	100.0	100.0
Newspapers	37.6	55.5	70.0	58.5	43.9	26.6	3.9	0.5	3.3	100.0	100.0	100.0

Table A3-9
Standard Mail (A) ZIP Code Usage by Shape
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

Zip Code Mailing Address	Letter Size Envelope			Larger Than Letter Envelope			Detached Label			Postcard		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
5-digits	95.4	15.5	17.9	94.9	17.2	45.8	98.7	79.9	10.7	96.0	27.0	25.5
Zip + 4	2.3	80.4	30.3	2.6	80.0	2.4	0.6	15.2	1.4	2.0	70.6	4.6
ZIP not included	0.2	0.5	3.6	0.5	0.2	7.1	0.5	4.8	8.1	1.5	2.3	16.0
Don't know/No answer	2.0	3.5	7.9	1.9	2.6	1.2	0.2	0.1	1.0	0.5	0.1	1.6
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Zip Code Mailing Address	Catalog  Not in Envelope			ign Might	Flyers		Newspapers/ Magazines			Total		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
5-digits	95.2	7.0	46.2	86.8	26.6	27.5	80.6	20.9	29.9	92.5	22.0	37.3
Zip+4	2.9	92.3	1.7	2.0	68.3	3.9	1.3	64.7	4.2	2.2	73.8	6.9
ZIP not included	1.4	0.5	3.2	9.7	4.9	12.3	12.1	13.9	17.2	3.5	2.5	9.6
Don't know/No answer	0.5	0.3	2.6	1.5	0.2	2.1	6.0	0.5	7.4	1.7	1.6	3.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-10 Standard Mail (A) Demographics -- Pieces Received Per Household Per Week Postal Fiscal Years 1987, 1999 and 2000

and the second second	1987	1999	2000
< \$7K	3.8	3.9	7.3
\$ 7K - \$9.9K	5.2	4.4	6.8
\$ 10K - \$14.9K	5.8	5.1	8.1
\$ 15K - \$19.9K \$ 20K - \$24.9K	6.5	5.4	8.2
\$ 20K - \$24.9K	6.6	5.4	9.0
\$ 25K - \$29.9K	7.9	6.3	10.1
\$ 30K - \$34.9K	8.7	6.9	10.1
\$ 35K - \$49.9K	9.5	8.2	11.4
\$ 50K - \$64.9K	10.9	9.7	12.0
\$ 65K - Over	14.8	12.3	16,8
Age of Head of Household	1987	1999	2000
18 - 24	3.3	4.1	5.3
25 - 34	6.6	6.3	8.8
35 - 44	8.3 8.9	8.0	11.2
45 - 54	8.9	9.8	13.1
55 - 64	9.8	10.0	13.9
65 - 69	8.2	9.2	13.9
70+	7.6	8.2	14.5
Education of Head of Household	1987	1999	2000
< 8th grade	5.0 5.6	4.7	7.7
Some High School	5.6	5.4	9.1
High School	7.0	6.8	9.4
Some College	7.9	8.5	11.0
Technical School	7.8	9.3	11.5
College	9.9	10.4	14.4
Post graduate	11.8	13.5	16.6_
Type of Fousefold	1987	1999	2000
One-person household	5.5	6.4	9.1
Male	4.7	6.0	8.5
Female	5.8	6.6	9.4
One adult + minors ①	4.3	5.3	10.6
Male ①	4.6	7.6	
Female ①	4.3	5.0	
More than one adult without children	8.9	9.4	0.0
One-earner	9.0	10.0	9.8
Two-egrner	8.9	9.5	11.4
More than one adult with children	8.2	8.3	
One-earner	7.9	7.4	8.1
Two-egrner	8.6	8.8	11.9

Employment of Respondent	1987	1999	2000
White collar professional	8.2	10.8	13.9
White collar sales/clerical	6.8	8.5	10.4
Blue collar craftsmen/mechanic	5.4	5.8	8.9
Service Worker	5.2	5.6	7.5
Other employed ①	4.6	7.8	9.1
Homemaker	7.3	8.1	11.0
Student ①	8.0	5.8 8.6	5.7
Retired	6.8	8.6	14.0
Other not employed	6.8 2.5	5.6	9.1
Type of Dwelling	1987	1999	2000
Single-family house	9.0	9.4	13.0
Multi-family house	6.5	5.9	
Apartment	4.5	5.1	8.3
Hotel ①	5.7	-	10.5
Boarding house ①	4.0	*	N/A 7.8
Mobile house	5.5 7.3	5.5	7.8
Group quarters ①	7.3	-	11.0
Urbanicity	1987	1999	2000
Major metro area:			
Center	4.1	6.6	
Non-center	7.4	7.5	
Moderate-sized city	6.8	8.4	
Suburb	8.7	10.7	
Small town	6.2	7.5	
Rural	6.4	8.0	
Number of Adults	1987	1999	2000
1	5.2	6.2	9.2
2 3	8.3	8.8	12.7
3	9.0	9.6	13.1
4+	9.0	8.7	14.6

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K

Table A3-11
Receipt of First-Class and Total Standard Mail (A)
(Including Non-Profit Mail)
by Number of Mail Order Purchases Made in the Last Year
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 1999 and 2000

Mgil Order Purchases		First-Class		Standard Mail (A) (Including Nonprofit Mail)				
	1987	1999	2000	1987	1999	2000		
0	7.0	7.5	9.8	7.5	7.7	10.5		
1	8.7	8.4	12.5	9.5	8.7	10.8		
2	8.2	9.7	11.6	9.5	11.6	10.9		
3 - 5	9.5	9.2	10.8	10.8	11.9	11.6		
6 - 10	11.3	9.9	13.3	13.8	13.3	12.7		
11 +	12.3	11.3	14.8	15.2	16.5	12.4		

## Table A3-12 Standard Mail (A) by Familiarity With Institution (Percentage of Mail Pieces Received by Households) Postal Fiscal Years 1987, 1999 and 2000

Familiarity	1987	1999	2000
Previous customer	47.5	47.3	53.3
Organization known	17.4	18.7	20.1
Organization unknown	18.1	15.1	15.6
Don't know/No answer	17,1	18.9	11.0
Total Received	100.0	100.0	100.0

#### Table A3-13 Standard Mail (A) by Industry and Familiarity (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Industry 🛴	Previo	ius Cus	opier	Organ	ization	Known	5	ganizat Jaknow	production of the second	N	on't Kno Io Answ	er 📜	1 (14)	Total	
Industry	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Financial:												,			
Credit card	52.4	38.7	44.2	19.9	26.8	30.4	17.7	15.5	17.0	10.0	19.0	8.4	100.0	100.0	100.0
Bank	43.6	38.2	50.6	17.3	12.8	14.3	23.1	29.4	23.5	16.0	19.6	11.5	100.0	100.0	100.0
Securities broker	49.5	61.7	69.0	13.5	15.5_	11.6	25.7	11.1	9.8	11.3	11.7	9.7	100.0	100.0	100.0
Money Market ①	55.3	51.7	67.6	13.3	8.8	7.2	15.9	19.1	14.1	15.5	20.4	11.1	100.0	100.0	100.0
Insurance Company	33.6	34.3	38.6	21.8	25.9	27.6	32.3	21.9	23.7	12.3	17.9	10.1	100.0	100.0	100.0
Real Estate/Mortgage	13.3	15.2	15.5	41.1	20.4	33.6	32.6	43.5	42.2	13.0	21.0	8.7	100.0	100.0	100.0
Total Financial	40.5	36.9	47.6	21.3	22.4	20.8	25.7	22.2	21.7	12.5	18.5	9.9	100.0	100.0	100.0
Merchants:											<u> </u>				
Supermarkets	60.1	63.5	68.0	15.2	9.9	15.3	5.4	2.2	7.2	19.3	24.3	9.5	100.0	100.0	100.0
Department store	75.2	76.6	78.0	9.1	8.3	9.5	4.3	2.1	2.8	11.4	13.0	9.7	100.0	100.0	100.0
Mail order company	50.8	54.9	52.6	17.3	18.8	19.3	22.4	13.5	18.3	9.4	12.7	9.9	100.0	100.0	100.0
Specialty store	50.5	60.9	61.8	20.0	16.1	16.0	17.2	7.8	10.4	12.4	15.1	11.7	100.0	100.0	100.0
Publisher	40.9	43.4	53.0	18.6	18.1	18.7	14.3	11.9	14.9	26.2	26.5	13.3	100.0	100.0	100.0
Land promotion company ①	3.0	21.9	15.1	15.4	16.6	16.5	70.4	54.4	56.7	11.2	7.1	11.7	100.0	100.0	100.0
Restaurant	50.2	55.9	N/A	20.2	23.2	N/A	13.4	11.3	N/A	16.2	9.5	N/A	100.0	100.0	N/A
Consumer packaged goods	55.7	46.8	N/A	20.5	23.2	N/A	11.7	14.5	N/A	12.1	15.5	N/A	100.0	100.0	N/A
Auto dealers	48.2	51.4	N/A	27.1	18.7	N/A	12.5	10.5	N/A	12.2	19.4	N/A	100.0	100.0	N/A
Service stations ①	23.6	46.8	N/A_	34.1	19.4	N/A	24.7	7.2	N/A	17.6	26.6	N/A	100.0	100.0	N/A
Mall ①	39.8	48.2	N/A	2.5	5.3	N/A	0.4	4.5	N/A	57.3	42.0	N/A	100.0	100.0	N/A
Total Merchants	54.0	56.8	54.8	16.1	16.5	15.9	14.7	10.2	18.4	15.2	16.5	11.0	100.0	100.0	100.0
Services:															
Telephone	65.1	37.9	52.2	17.1	17.8	18.3	5.9	25.5	21.4	11.9	18.8	8.1	100.0	100.0	100.0
Other Utilities ①	70.9	69.5	76.0	5.8	9.6	5.4	7.9	6.6	14.1	15.4	14.3	4.5	100.0	100.0	100.0
Medical	35.0	40.1	44.5	19.5	19.3	23.0	34.4	18.1	21.6	11.2	22.5	10.9	100.0	100.0	100.0
Other professional ①	43.9	41.0	41.8	13.9	20.6	18.1	31.2	24.6	31.0	11.0	13.9	9.0	100.0	100.0	100.0
Leisure service	33.7	44.9	51.3	21.2	21.4	22.7	31.0	17.9	18.2	14.1	15.8	7.9	100.0	100.0	100.0
Cable TV	65.4	57.8	51.7	17.7	22.3	31.7	6.1	4.8	9.7	10.8	15.1	6.9	100.0	100.0	100.0
Computer	42.7	39.3	29.9	26.7	29.3	31.6	22.7	18.3	27.4	8.0	13.1	11.1	100.0	100.0	100.0
Craftsman ①	7.7	19.0	N/A	32.1	30.9	N/A	47.7	38.0	N/A	12.5	12.1	N/A	100.0	100.0	N/A
Total Services	41.6	41.2	49.6	20.0	21.0	21.6	24.9	20.4	20.5	13.5	17.4	8.3	100.0	100.0	100.0
Nonfederal Government	47.8	40.9	64.3	26.5	24.5	21.6	8.9	14.2	7.1	16.9	20.3	7.1	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes

Table A3-14
Standard Mail (A) -- Shape by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Familiarity	Lette	r Size Enve	elope	Larger T	nan Letter	Envelope	Detach	ed Label P	ostcard .		Postcard	elis,
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	44.5	39.4	39.7	48.6	39.9	43.0	17.9	14.6	33.0	48.7	47.3	41.1
Organization known	19.8	19.8	18.3	18.8	19.0	17.3	16.4	18.1	20.9	17.6	20.3	17.4
Organization unknown	23.9	20.5	15.0	19.8	14.6	13.9	30.0	27.7	20.7	20.9	17.6	15.2
More than one company/ Don't know/No answer	11.9	20.3	27.0	12.8	26.5	25.8	35.7	39.6	25.4	12.8	14.8	26.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Fámilianty	Catalo	g Not in E	welope		Flyers		Newsp	apers/Ma	gazines
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	63.1	61.3	47.5	49.4	51.5	44.4	24.4	43.2	50.6
Organization known	14.5	17.2	14.4	17.7	16.5	16.6	10.6	13.5	10.9
Organization unknown	13.0	10.0	11.0	13.5	10.0	11.4	6.3	6.9	6.4
More than one company/ Don't know/No answer	9.5	11.6	27.1	19.5	22.0	27.6	58.8	36.5	32.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Table A3-15 Standard Mail (A) -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households) Postal Fiscal Years 1987, 1999 and 2000

Familiarity 198	në: Leller	Size Env	elope	Larger Th	an Letter	Envelope	Catalog	) Not lin E	velope		Flyers	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
	46.6	41.9	50.2	52.9	50.4	60.5	53.0	58.7	53.6	42.0	44.1	28.4
Previous customer	17.1	22.7	23.1	15.4	17.4	14.2	18.8	18.7	19.7	15.5	17.2	24.5
Organization known	27.3	20.4	17.8	19.8	17.3	18.4	20.7	10.8	17.1	29.7	21.9	31.3
Organization unknown	9.0	15.0	8.9	11.9	14.9	6.9	7.5	11.8	9.7	12.8	16.8	15.7
Don't know/No answer Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-16
Standard Mail (A) Receipt
by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 1999, and 2000

	Nu	mber of Ac	counts and	Policies
Pieces Per Household Per Week	None		Medium	
	4 (O)	(1 - 5)	(6 = 9)	(10 +)
1987	2.7	4.9	8.0	11.0
1999	2.9	5.5	9.0	11.8
2000	11.0	8.5	12.1	14.9

Table A3-17
Standard Mail (A) Receipt
by Number of Credit Card Accounts
Postal Fiscal Years 1987, 1999 and 2000

		lumber of	Credit Cards	
Pieces Per	None	Low	Medium	High
Household Per Week	(0)	(1 - 3)	(4 - 7)	(8 +)
1987	4.0	6.4	9.3	12.5
1999	4.0	7.2	9.2	12.5
2000	5.7	10.1	13.0	16.1

Table A3-18
Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Household)
Postal Fiscal Years 1987, 1999 and 2000

	Ž	ous Customer	a a	organ	Organization Known	uwou	Organiz	Organization Not Known	Known		- P	
Response to Adverti q.	foot	1000	2000	1801	1999	2000	1987	1999	2000	1987	1999	2000
是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个	- ZOZ1	1677					1		0.7	1, 1,	17.1	120
	58.4	67.7	60.4	31.2	40.3	40.6	26.2	24.5	27.0	41.5	47.4	42.7
Kedd		17 5	110	28.7	30.6	21.8	35.2	28.9	21.6	26.4	19.8	14.7
Looked at	23.3	6.71	7:11	30.2	5.00	?				,		
	7.0	8.2	6.6	23.5	24.3	25.0	31.1	42.1	39.0	14.0	18.2	ρ./
Discarded				,	0	10,	7	2.5	122	2	4 4	7.3
Set Aside	10.2	5.8	18.0	6.3	3.8	12.4	0.4	0.5	12.2	ċ	?	2
	-	1.5	0.5	0.8	1.0	0.2	1.2		0.2	10.0	10.0	17.4
Don't know/Ivo answer	:	2				0		000	0001	100	1000	100
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.00.0	0.00	0.00-	2.5

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal

Year 1992. This accounts for the increase in percentage in this category over 1987.

Table A3-19
Standard Mail (A) Usefulness of Mail Pieces by Familiarity With Organization
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

Response to Advertising	, <b>rox</b>	ious Cust	omer	Orga	nization k	(nown	Organi	zation No	t Known		Total	
<ul><li>(4) 20 (1) (2) (2) (2) (3) (3) (4) (4) (4) (4) (4) (5) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4</li></ul>	黎1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	62.5	59.2	63.1	25.9	20.0	23.2	14.8	9.1	14.0	40.2	36.1	37.3
Interesting	21.7	22.6	15.2	31.7	31.6	23.5	24.4	18.2	17.7	22.0	21.0	14.5
Not interesting	10.6	13.8	17.4	32.9	39.4	45.3	46.7	56.3	57.2	21.3	24.8	26.0
Objectionable	2.2	2.2	3.2	6.7	5.6	7.1	10.7	12.8	10.0	4.6	4.5	4.5
Don't know/No answer	3.1	2.2	1,1	2.8	3.4	1.1	3.4	3.6	1.2	12.0	13.7	17.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-20
Standard Mail (A) Response to Advertising by Familiarity With Organization
Contained an Advertisement of Request for Donation and was from One Organization Only)
Postal Fiscal Years 1987, 1999 and 2000

A Response to Advertising to a	a Previ	ous Cust	o <b>me</b> r *	Orgai	nization k	(nowh	Organiz	ation No	f Known	1.350 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	Total (1)	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Yes	21.6	20.9	18.7	5.7	4.5	3.9	4.6	2.4	3.2	14.1	12.3	9.9
No	47.7	53.9	47.1	78.6	83.7	76.1	83.0	89.6	80.4	59.6	61.4	48.6
Maybe	27.4	21.1	27.2	12.1	7.7	12.0	9.0	4.7	9.4	19.5	13.4	16.3
No answer	3.3	4.1	7.0	3.6	4.1	8.0	3.4	3.3	7.1	7.0	12.9	24.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	3.0	3.4	4.1	1.5	1.2	1.6	1.2	1.1	1.3	6.1	7.1	7.7

① Includes pieces for which no response was given for familiarity with institution.

Table A3-21
Standard Mail (A) Treatment by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

	Aliose vila establish	era Sen og en			Usefulness			. 6.	
	Říře je	Useful	機工 生物		Interesting	i.	N	ot Interesti	ng
(realites)	1987	1999	2000	1987	1999	2000	1987	1999	2000
Read	68.0	61.7	68.0	20.2	24.5	17.9	7.0	9.1	9.9
Looked at	24.4	18.2	17.6	36.5	31.7	30.5	21.5	40.9	44.4
Discarded	4.5	3.5	4.3	12.9	11.3	11.6	66.0	66.3	72.4
Set aside	58.2	59.4	66.9	25.6	26.0	17.9	8.4	8.9	9.1

				Jsefuln <b>ess</b>		
Treatment	J. O	bjectionab	le		Total	
TALA TERRITATION	1987	1999	2000	1987	1999	2000
Read	2.2	2.5	3.2	100.0	100.0	100.0
Looked at	5.2	4.5	5.8	100.0	100.0	100.0
Discarded	12.9	13.5	10.1	100.0	100.0	100.0
Set aside	4.6	4.2	4.2	100.0	100.0	100.0

Table A3-22
Standard Mail (A) Usefulness by Treatment
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

	33,77,43					and the second	Usefulnes	5				
Treatment	1000	: Useful :	51.20×1		Interesting	<del></del>	. N	ot Interesti	ng	0	bjectional	ole
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Read	70.2	80.8	77.7	38.0	55.1	52.0	13.6	17.6	18.8	20.0	26.1	26.0
Looked at	15.9	10.2	7.5	43.8	30.6	26.9	39.0	35.3	27.4	30.1	20.1	17.7
Discarded	1.6	1.6	1.8	8.2	8.8	10.6	43.7	45.3	50.8	39.6	49.3	48.6
Set aside	11.7	7.0	12.7	9.4	5.2	10.0	3.2	1,4	2.7	8.2	3.9	7.3
Don't know/No answer	0.6	0.4	0.3	0.6	0.3	0.4	0.5	0.5	0.3	2.1	0.5	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

#### Table A3-23 Standard Mail (A) Treatment by Intended Response (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

							Inten	ded Res	ponse						
コード (連集) ドレーココー 日本語 (特別監督機能) カラガ (特別) 日本語 遺俗(機能)	Wast	Yes	4 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		No			Maybe		Ŋ	o Answ	ег		Total	
Treatment	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Read by member of household	27.1	22.6	20.6	42.6	53.3	46.1	26.8	20.2	26.4	3.6	4.0	6.9	100.0	100.0	100.0
Read by more than one member	N/A	24.2	26.1	N/A	48.9	33.0	N/A	22.0	34.4	N/A	4.9	6.6	N/A	100.0	100.0
of household ①	4.9	3.0	3.1	77.9	86.3	79.9	14.1	7.4	9.5	3.1	3.4	7.5	100.0	100.0	100.0
Looked at	0.9	1.0	0.9	92.5	94.4	89.6	2.4	0.9	1.4	4.3	3.7	8.2	100.0	100.0	100.0
Discarded Set aside	15.4	12.8	10.6	35.3	38.4	34.7	46.2	43.2	47.9	3.0	5.6	6.8	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

#### Table A3-24 Standard Mail (A) Intended Response by Treatment (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

				Inte	nded Resp	onse			
Traciment		Yes	21 1 1 <b>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1</b> 1	Harris	No.			Maybe	
Trachment	1987	1999	2000	1.987	1999	2000	1987	1999	2000
Read by member of household	18.8	68.2	65.0	30.8	32.6	30.3	57.0	56.2	51.7
Read by more than one member of household ①	N/A	20.1	20.9	N/A	8.2	5.5	N/A	16.8	17.1
Looked at	9.8	5.1	4.6	38.9	29.8	24.8	20.7	11.5	8.7
Discarded	0.9	1.3	1.6	23.7	26.1	34.0	1.8	1.2	1.5
Set aside	9.0	4.4	7.3	5.1	2.7	5.0	19.7	13.7	20.4
Don't know/No answer	1.5	0.9	0.6	1.5	0.7	0.4	0.9	0.6	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

Table A3-25
Standard Mail (A) Usefulness by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

- 1987 Programme Mills and the second	Intended Response											
Usefulness		Yes			/ No			Maybe				
	1987	1999	2000	1987	1999	2000	1987	1999	2000			
Useful	29.4	28.3	26.1	33.8	40.7	31.6	33.7	26.7	36.4			
Interesting	6.2	6.3	3.8	72.6	77.3	71.7	17.9	13.0	17.3			
Not interesting	1.3	1.4	1.6	92.2	93.3	87.8	3.0	2.1	3.1			
Objectionable	3.7	2.9	2.7	83.6	88.1	79.2	9.0	4.7	7.9			

	Motor Cale		Intended	Response		
. Usefulness 🤼	Don't	Know/No A	nswer		Total	
	1987	1999	2000	1987	1999	2000
Useful	3.2	4.3	5.8	100.0	100.0	100.0
Interesting	3.3	3.5	7.2	100.0	100.0	100.0
Not interesting	3.5	3.3	7.5	100.0	100.0	100.0
Objectionable	3.8	4.3	10.1	100.0	100.0	100.0

Table A3-26
Standard Mail (A) Intended Response by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Super William				Inter	ided Resp	onse		r. dan	
Sea Usafulnasa 4 38 4		Yes			No		A STATE OF	Maybe	
on the second of the second	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	83.3	82.8	84.1	23.9	24.1	25.2	69.8	71.8	65.7
Interesting	10.2	11.0	7.3	30.0	27.6	24.8	21.8	21.1	20.7
Not interesting	2.0	2.8	6.1	36.1	39.2	42.2	3.4	4.0	8.5
Objectionable	1.2	1.1	1.1	6.7	6.6	6.9	2.1	1.6	3.6
Don't know/No answer	3.2	2.4	1.3	3.3	2.6	0.8	2.9	1.6	1.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Table A3-27 Standard Mail (A) Pieces from Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

ken same e same		d Immedie	telv	Tech Sell	Set Aside		F	ound Usef	บไ	Will Respond			
see Fomiliarity	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Previous customer	51.4	61.6	51.5	7.2	2.1	4.1	40.0	38.1	34.7	9.3	11.8	9.2	
Organization known	28.4	35.4	24.6	7.9	1.6	3.4	17.7	16.3	10.5	5.6	4.8	1.7	
Organization unknown	30.2	18.2	20.2	4.2	2.9	1.0	21.3	7.4	4.3	7.8	1.2	2.4	

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

#### Table A3-28

#### Standard Mail (A) Pieces from Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)

#### Postal Fiscal Years 1987, 1999 and 2000

	Reitid Immediately				Set Aside		, Fr	ound Use	lul	Will Respond			
Familiarity .	1987	*1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Previous customer	56.7	64.8	63.3	5.6	3.7	7.9	48.2	52.8	57.4	12.9	18.8	5.5	
Organization known	31.1	33.0	32.3	6.7	3.7	5.1	20.8	14.2	14.7	5.4	2.6	1.5	
Organization unknown	20.2	21.2	22.7	1.9	2.1	3.6	8.5	6.0	7.8	1.9	1.7	1.9	

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

### Table A3-29 Standard Mail (A) Pieces from Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

; Familiarity	/ Rea	d (mmadic	itoly		Set Aside			ound Usef	ul	Will Respond			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Previous customer	52.4	68.1	66.2	11.2	5.9	9.7	64.4	63.7	67.8	17.6	20.6	19.4	
Organization known	25.5	41.2	47.3	6.4	2.9	3.4	23.4	18.6	25.6	6.0	3.2	6.3	
Organization unknown ①	24.4	31.3	23.9	4.5	4.0	18.3	17.5	7.5	13.4	7.1	5.4	1.4	

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal

Year 1992. This accounts for the increase in percentage in this category over 1987.

① Fluctuations may be due to small sample size.

# Table A3-30 Standard Mail (A) Pieces from Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Familiarity & July 2	Red	d Jmmedi	ately		Set Aside		F	ound Use	ful /		/ill Respo	<b>id</b>
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	58.4	66.1	60.4	14.0	10.2	18.0	63.0	62.5	67.6	24.0	20.2	18.6
Organization known	32.3	40.9	10.6	10.3	8.8	12.4	26.8	22.2	27.7	6.5	5.0	3.8
Organization unknown	22.2	25.7	27.0	11.3	7.5	12.2	13.9	10.9	16.9	4.6	3.8	3.2

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal

Year 1992. This accounts for the increase in percentage in this category over 1987.

#### Table A3-31 Standard Mail (A) Pieces from Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)

Postal Fiscal Years 1987, 1999 and 2000

Familiarity	فعلاد	d Immidie	ately a i		Set Aside			ound Usel	Û.		Will Respon	i ya:
	₹1987±	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	65.1	69.1	61.5	8.7	3.9	8.1	54.5	53.0	54.4	27.9	24.0	18.1
Organization known	30.7	40.3	33.9	5.9	2.8	5.7	20.9	18.2	20.9	6.5	5.3	5.1
Organization unknown	27.2	25.5	27.9	9.4	3.0	6.9	16.0	13.9	13.6	6.5	4.1	4.0

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal

Year 1992. This accounts for the increase in percentage in this category over 1987.

Table A3-32
Standard Mail (A) Treatment of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

Tredment	TO THE SERVICE OF THE SERVICE OF THE			Envelope			Dei	ached L Postcaro	Server of Francisco Control		Postcard	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Read by member of household	44.5	39.5	40.2	44.0	39.9	40.5	30.8	21.1	27.6	50.1	41.2	42.5
Read by more than one member of household ①	N/A	8.5	6.1	N/A	8.3	7.4	N/A	6.6	6.4	N/A	9.8	9.5
Looked at	26.1	20.9	17.7	26.0	20.8	17.9	33.8	25.7	21.1	24.7	20.5	18.4
Discarded	15.3	18.9	22.8	13.8	18.1	21.3	19.6	24.2	29.7	15.7	15.8	20.9
Set aside	4.8	2.0	4.7	8.8	2.6	6.6	3.9	1.6	2.7	2.2	1.4	2.0
Don't know/No answer	9.3	10.1	8.5	7.4	10.3	6.3	11.9	20.7	12.5	7.4	11.4	6.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment:	Catalog Not in Envelope			Fly or				swspape Aagazine			Total @	
Tredment	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Read by member of household	42.9	37.6	33.2	40.8	36.7	36.1	30.1	33.3	33.3	41.5	37.1	36.2
Read by more than one member of household ①	N/A	12.6	13.0	N/A	10.8	12.0	N/A	15.7	14.5	N/A	10.1	9.8
Looked at	25.9	18.8	13.9	27.0	20.2	16.8	17.6	15.4	8.7	26.4	20.2	16.4
Discarded	9.7	11.7	15.2	15.1	15.8	19.5	9.4	10.0	11.1	14.0	16.3	20.1
Set aside	15.9	10.3	15.6	6.7	2.9	6.7	8.1	6.4	14.5	8.1	4.2	7.5
Don't know/No answer	5.6	9.9	9.2	10.5	13.7	9.0	34.9	19.1	17.9	10.0	12.1	10.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

② Total includes pieces for which no response was given as to shape.

Table A3-33
Standard Mail (A) Usefulness of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

Usafulness a	Lette	Size Env	elope		er Than L Envelope		Detach	ed Label I	ostcard		Postcard	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	32.6	29.0	32.8	36.4	31.9	37.3	26.8	18.6	24.1	38.4	33.5	38.1
Interesting	21.3	18.9	14.7	27.4	22.0	17.7	16.3	16.0	14.1	20.1	18.8	13.5
Not interesting	29.0	33.8	36.3	21.1	27.8	31.8	34.7	36.8	419	27.7	29.9	36.3
Objectionable	5.7	6.3	7.1	5.8	6.1	6.2	7.5	6.4	7.6	4.9	5.0	4.8
Don't Know/No answer	11.5	11.9	9.1	9.2	12.2	7.0	14.7	22.3	12.3	8.9	12.9	7.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

USEIDI NOSS	Catalog	Not in E	nvelope		Flyers		Newspo	pers/ Mo	gazin <b>es</b>	: ::::::::::::::::::::::::::::::::::::	Total ①	
	11987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	53.8	47.3	50.8	44.7	39.7	45.2	33.3	45.3	52.4	40.2	36.0	40.1
Interesting	26.1	28.2	20.9	19.4	18.8	13.3	16.7	19.6	12.9	22.0	21.0	15.3
Not interesting	10.8	12.4	16.2	19.5	22.2	28.8	9.0	12.2	14.2	21.3	24.7	29.4
Objectionable	2.3	1.5	2.6	3.8	3.7	3.7	2.5	2.3	2.2	4.6	4.5	4.9
Don't Know/No answer	7.0	10.5	9.5	12.5	15.6	9.0	38.5	20.6	18.3	12.0	13.8	10.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Total includes pieces for which no response was given as to shape.

Table A3-34
Standard Mail (A) Response to Advertising by Shape
(If Mail Piece Contained Advertising or Request for Donation)
Postal Fiscal Years 1987, 1999 and 2000

Késponse	onse			Larger T	han <b>Le</b> tter	Envelope	Detach	ed Label P	ostcard		Postcard	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Yes	12.8	10.9	8.7	16.5	13.6	10.7	8.6	5.3	5.4	15.4	11.8	7.0
No	69.6	71.7	50.3	62.1	69.5	51.5	69.5	64.6	59.8	63.6	67.1	49.7
Maybe	13.1	8.9	10.1	16.7	10.5	12.8	10.5	7.4	10.3	13.6	8.3	11.7
No answer	4.5	8.5	15.0	4.8	11.4	11.3	11.4	22.8	17.8	7.4	12.8	9.88
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Résponse	Response Calalog Not in Envelope				Flyers		Newsp	apers/ Ma	gazines		Total ①	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Yes	16.1	19.5	16.9	15.6	13.5	10.0	10.2	11.3	6.9	14.6	12.4	9.4
No	46.6	4.2	41.8	54.2	54.9	41.1	44.3	47.3	29.4	58.6	61.2	46.2
Maybe	32.5	3.9	23.6	21.2	15.0	14.0	16.9	15.1	13.6	19.9	13.5	13.7
No answer	4.8	9.6	5.2	9.1	16.6	12.2	28.6	26.3	21.6	7.0	12.8	13.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Total includes pieces for which no

Table A3-35
Standard Mail (A) Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization Postal Fiscal Years 1988, 1999 and 2000

										Shape			4 5			. 120	1.1.4	tan.
		L	etter Siz	ze Enve	lope	γ., γ.,	1	Larger	Than L	etter E	nvelop	9		ju i	Pos	teard		
Familiarity	Transfer dis	Read	1 . i	Š	et Asid	e		Read		S	et Asic	е		Read		: S	et Asid	8
	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000
Previous customer	64.7	72.7	57.1	5.3	2.6	6.1	60.1	69.1	54.0	10.4	3.4	8.1	67.9	71.6	58.6	2.6	2.1	2.1
Organization known	34.6	43.7	30.3	5.8	1.4	3.9	30.3	38.0	31.2	6.2	2.5	4.9	38.3	47.4	33.6	2.1	0.5	2.0
Organization unknown	29.0	25.6	25.5	4.6	1.8	3.6	27.6	28.7	23.4	7.0	1.1	4.2	32.8	27.6	24.1	1.9	1.2	1.3

	Sept.		<b>1.</b> (4. 15		:				S	nape			- i			Missa P		. p. 4
	1844 P. B.S.	Cato	log No	t in En	velope				F	lyers			₹6.79	Nev	vspape	rs/Mag	azines	*** ***** ****
Familiarity		Read		S	et Asid	le	12110	Read	area.	S	et Asid	e	84. S	Read	-, 134 -	≲্রাণ \$	et Asid	e
	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000	1988	1999	2000
Previous customer	53.1	63.7	42.5	17.6	11.7	18.7	57.0	66.5	49.2	8.0	3.9	8.7	56.3	69.5	45.5	15.7	7.2	20.0
Organization known	29.6	40.1	30.2	12.6	11.0	14.3	27.8	37.4	28.5	4.8	2.8	5.2	45.4	50.6	32.1	8.5	6.0	12.7
Organization unknown	20.8	20.8	19.5	15.1	10.9	15.9	24.5	22.0	20.6	5.9	2.9	5.1	21.9	31.9	24.2	5.6	11.2	16.7

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

Table A3-36
Standard Mail (A) Percentage of Pieces Eliciting
Intended Response by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 1999 and 2000

	AND PROPERTY.				Shape		Marie Ni.		
· Familiarity	Lette	er Size Enve	lope	Larger T	han Letter	Envelope	ilda Vi 💉 biq	Postcard	in the second
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	20.3	20.8	21.1	22.7	22.1	13.7	20.3	21.4	5.2
Organization known	5.9	5.1	23.9	7.1	5.2	15.8	8.8	3.4	3.4
Organization unknown	5.0	1.3	29.3	5.2	3.8	15.5	3.6	1.3	2.9

				er en	Shape			e tour	
Familiarity	Catalo	g Not In E	nvelope		Flyers		News	papers/Mag	jazin <del>as</del>
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	21.5	19.5	33.7	22.3	21.4	17.9	21.8	18.6	5.0
Organization known	6.4	4.2	33.8	4.6	3.2	16.2	0.0	5.1	4.0
Organization unknown	5.0	3.9	33.6	4.8	3.8	12.3	4.5	2.6	3.0

Table A3-37
Standard Mail (A) Percentage of Pieces Found
Useful by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 1999 and 2000

					Shape	137		Jan Andrew	
Familiarity	Lette	r Size Enve	elope	Larger T	han Letter	Envelope		Postcard	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	53.4	52.3	73.84	53.6	51.4	71.97	58.4	56.9	74.71
Organization known	22.8	18.9	10.94	19.8	17.2	8.85	28.3	19.2	9.60
Organization unknown	12.7	6.8	5.4	13.6	10.8	4.81	10.6	6.3	6.39

					Shape				
Familiarity	Catalo	g Not In Er	velope		Flyers		News	papers/Mag	azines
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer	70.5	65.8	72.2	66.6	61.6	74.2	67.4	69.7	69.8
Organization known	30.2	23.2	11.05	28.7	19.5	10.78	46.0	28.4	8.24
Organization unknown	18.9	13.1	5.25	16.3	9.4	4.29	25.9	16.1	2.72

NOTE: Percentages do not add up to 100% due to multiple response to multiple questions.

Table A3-38
Standard Mail (A) from Department Stores
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Shape	Re	ad Immedia	ately		Set Aside			ound Usefi	ار
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	53.3	63.8	53.7	2.5	2.6	2.2	37.4	48.3	43.5
Larger envelope	45.8	56.2	46.7	10.2	4.6	2.2	40.8	37.6	45.9
Postcard	56.9	61.1	57.3	1.3	1.3	2.1	48.5	44.9	25.2
Catalog not in envelope	45.9	60.1	37.9	15.8	10.1	12.4	62.5	61.3	12.7
Flyers	42.4	57.2	42.8	6.1	3.2	8.3	51.2	51.9	20.4

Shape	n de la companion de la compan	/ili Respond	<b>.</b>	Percenta	ge of Pieces	Received
	- 1987	1999	2000	1987	1999	2000
Letter size envelope	12.3	17.2	15.4	8.8	7.5	23.8
Larger envelope	10.9	17.9	8.6	3.6	4.5	25.8
Postcard	12.3	15.8	14.2	3.3	91	24.7
Catalog not in envelope	17.1	20.2	13.1	40.8	20.4	19.0
Flyers	15.4	15.7	20.8	42.5	54.1	23.1

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

#### Table A3-39 Standard Mail (A) from Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)

Postal Fiscal Years 1987, 1999 and 2000

Shape	Ilmmedi	Read ately and S	et Aside)		Found Usel	ul		Will Respon	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer:					<u> </u>				1 / 7
Catalogs Not In Envelope	68.0	75.0	77.5	70.7	67.5	71.1	18.4	22.0	16.7
Flyers	59.0	71.7	74.1	64.2	64.3	66.8	18.2	19.9	15.6
Organization known:			L						
Catalogs Not In Envelope	38.1	46.2	50.3	26.9	26.4	41.5	7.2	6.8	4.0
Flyers	24.0	45.1	41.0	22.9	12.3	26.0	4.7	2.0	2.6
Organization unknown: ①					<u> </u>				<u> </u>
Catalogs Not In Envelope	23.5	49.7	50.9	20.6	15.0	19.8	13.7	21.1	2.7
Flyers	31.2	22.1	31.0	17.8	10.9	15.1	5.3	1.5	2.1

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

① Fluctuations may be due to small sample sizes.

# Table A3-40 Standard Mail (A) from Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Shape	Re	ad Immedic	ıtely		Set Aside			ound Usef	ار
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	42.7	54.5	39.9	4.1	2.7	3.7	29.9	30.6	31.2
Larger envelope	48.2	52.6	46.8	10.4	3.2	7.9	41.1	32.2	41.6
Postcard ①	60.4	55.7	40.7	4.2	0.0	2.6	51.8	37.3	35.3
Catalog not in envelope	40.9	48.7	33.6	17.1	10.9	17.7	48.9	45.6	49.5
Flyers	39.8	42.4	29.1	7.8	3.8	5.9	32.9	32.8	26.3
Newspapers/Magazines ①	57.0	58.3	39.0	0.0	10.5	14.8	62.3	52.9	51.0

Shage		∕ill Respon	<b>d</b>	Percenta	ge of Piece:	Received
	1987	1999	2000	1 <i>9</i> 87	1999	2000
Letter size envelope	12.3	11.9	8.9	20.8	9.8	8.0
Larger envelope	18.0	14.9	16.9	22.0	16.2	12.6
Postcard ①	18.6	4.3	3.9	0.8	0.9	1.2
Catalog not in envelope	15.8	12.8	10.9	48.5	63.3	65.6
Flyers	10.0	11.2	6.7	7.0	5.6	5.1
Newspapers/Magazines ①	19.8	14.2	8.8	12.1	1.7	2.9

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

① Flucuations may be due to small sample size.

Standard Mail (A) from Mail Order Companies
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Shape	Read (Immediately and Set Aside)	Read tely and S	et Aside)		Found Useful	· · · · · · · · · · · · · · · · · · ·		Will Respond	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer:									
Letter size envelope	65.0	90.6	6.69	52.2	53.5	49.3	18.8	20.5	15.7
Larger envelope	74.3	72.9	75.8	58.7	1.03	57.9	27.1	23.0	23.1
Catalog	74.9	76.1	80.8	70.3	65.7	61.3	25.1	18.6	24.5
Organization known:									
Letter size envelope	34.2	47.7	44.2	13.3	22.4	21.2	5.6	6.5	3.0
Larger envelope	44.5	47.6	43.9	27.0	18.4	18.0	6.7	7.2	3.2
Catalog	44.6	51.6	35.0	31.5	23.2	27.7	6.7	4.4	3.1
Organization unknown:									
Letter size envelope ①	29.4	25.5	31.4	7.0	5.6	2.5	6.7	3.1	2.0
Larger envelope	32.9	36.8	30.4	14.2	8.13	10.2	4.7	2.5	5.1
Catalog	36.8	32.0	42.5	17.7	13.3	24.6	3.5	4.3	6.7

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987

① Fluctuations may be due to small sample sizes.

# Table A3-42 Standard Mail (A) from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Shape	7.8	ad Immedia	itely		Set Aside	1.00 (m)		ound Usef	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	51.1	52.9	43.5	6.0	2.6	4.5	37.9	34.2	37.9
Larger envelope	41.4	48.4	43.9	6.8	2.5	5.3	27.4	27.6	33.7
Postcard ①	45.2	54.1	42.9	5.9	0.0	5.1	30.4	40.3	29.9
Catalog not in envelope ①	40.8	34.7	26.6	16.3	6.6	12.2	48.2	27.7	40.4
Flyers	45.8	41.7	26.3	8.4	2.8	4.7	46.6	35.0	22.5
Newspapers/Magazines	27.2	42.9	30.4	7.6	5.6	14.4	28.8	43.0	47.2

Shape (		Will Respon	d	Percenta	ge of Piece:	Received
	1987	1999	2000	1987	1999	2000
Letter size envelope	21.0	17.0	13.9	26.5	26.7	35.3
Larger envelope	16.6	17.0	13.5	34.7	32.5	28.4
Postcard ①	26.1	13.1	5.9	1.2	1.4	2.2
Catalog not in envelope ①	13.5	9.1	7.3	4.4	5.0	6.7
Flyers	16.3	10.2	2.9	20.4	11.8	8.9
Newspapers/Magazines	9.1	8.3	3.9	12.1	20.7	14.2

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

① Flucuations may be due to small sample size.

Table A3-43
Standard Mail (A) from Publishers
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 1998, and 2000

Shape	(lmmed	Read iately and S	Set Aside)		Found Usef	y!		Will Respon	19.8 19.5 17.0 3.0 6.7 0.0		
	1987	1999	2000	1987	1999	2000	1987	1999	2000		
Previous customer:											
Letter size envelope	77.2	74.5	66.1	54.1	50.8	52.6	31.9	27.0	19.8		
Larger envelope	68.8	70.9	70.5	44.8	42.2	49.2	25.8	26.0	19.5		
Catalog ①	78.7	65.8	86.1	72.7	48.0	67.3	22.1	18.3	17.0		
Organization known:											
Letter size envelope	34.2	45.1	32.3	20.8	19.0	13.4	5.7	3.7	3.0		
Larger envelope	31.3	41.0	40.6	13.3	12.6	16.0	7.7	5.8	6.7		
Catalog ①	48.3	40.1	27.4	31.1	15.5	16.4	5.4	3.2	0.0		
Organization unknown:		<del></del>									
Letter size envelope	31.3	28.4	34.8	13.5	6.6	13.2	3.7	1.0	4.8		
Larger envelope	35.8	29.1	28.6	13.9	18.7	11.1	7.4	8.0	3.6		
Catalog ①	46.0	16.6	27.4	16.7	12.9	19.4	6.9	0.5	0.0		

① Fluctuations may be due to small sample sizes.

# Table A3-44 Standard Mail (A) from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Shgpe	, , , , , , , , , , , , , , , , , , ,	ad Immedia	ately		Set Aside			Found Usefu	<u>.                                    </u>
。1979年曾经100万 <b>安建</b> 自由1978	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	43.4	43.4	31.0	4.2	1.6	3.1	28.0	22.1	18.9
Larger envelope	32.7	37.0	30.4	8.4	2.0	2.4	28.9	22.2	^n 7
Postcard ①	25.1	38.3	31.1	0.0	3.3	1.6	9.9	27.1	28.9
Catalog not in envelope ①	43.8	33.2	54.4	21.3	11.2	14.2	45.9	48.4	51.8
Flyers ①	33.3	32.4	27.7	6.3	0.3	3.8	35.6	22.2	28.7

Shape		Will Respon	<b>d</b>	Percentag	je of Pieçes	Received
	1987	1999	2000	1987	1999	2000
Letter size envelope	10.4	8.2	4.3	59.5	62.3	67.7
Larger envelope	3.1	5.8	3.1	28.1	32.1	22.6
Postcard ①	0.0	2.8	7.6	0.4	1.2	2.9
Catalog not in envelope ①	3.2	0.0	16.2	3.1	0.2	1.3
Flyers ①	12.1	2.5	1.2	8.4	3.9	3.9

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

① Flucuations may be due to small sample size.

Table A3-45
Standard Mail (A) from Credit Card Companies
Reaction to Mail Pieces by Familiarity and Shape①
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Shape	(Immedia	Read	et Aside)		ound Usef	بار ا		Will Respond	4
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer:									
Letter size envelope	63.7	65.7	56.6	39.6	37.9	32.5	14.9	14.2	6.8
Larger envelope	53.0	63.5	52.2	38.6	38.4	37.9	2.3	8.7	5.6
Organization known:									
Letter size envelope	37.9	38.5	28.2	18.7	15.9	11.1	7.0	4.9	1.8
Larger envelope	32.8	34.6	27.0	12.9	17.1	8.3	3.0	5.0	0.5
Organization unknown:									
Letter size envelope	36.7	23.1	18.8	19.8	7.3	2.8	3.2	0.5	2.1
Larger envelope	21.3	18.4	32.7	19.1	8.2	6.0	2.7	2.4	2.7

① Fluctuations may be due to small sample sizes.

### Table A3-46 Standard Mail (A) from Insurance Companies Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Shape	Read	d Immedia	itely		Set Aside		1091	ound Usefu	<u> </u>
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Letter size envelope	33.5	40.2	34.0	3.7	1.1	3.4	23.4	21.3	22.1
Larger envelope	35.8	41.2	34.4	7.2	0.8	5.6	28.3	30.3	33.7
Postcard ①	64.3	48.1	38.5	0.0	0.0	1.6	38.0	35.2	29.4
Catalog not in envelope ①	41.6	29.5	27.4	14.6	0.0	34.3	34.1	34.6	68.2
Flyers ①	27.2	31.8	40.2	1.4	1.2	6.2	19.6	27.9	33.3
Newspaping 11 agazines (1)	49.1	46.0	39.7	14.1	8.9	17.2	14.1	42.9	64.4

Shape	W	ill Respon	d	Percenta	ge of Pieces	Received
	1987	1999	2000	1987	1999	2000
Letter size envelope	6.1	7.4	2.4	68.8	50.0	55.6
Larger envelope	7.2	8.8	2.5	19.9	30.7	23.1
Postcard ①	41.7	2.6	4.0	0.7	2.4	2.1
Catalog not in envelope ①	0.0	0.0	2.0	1.4	0.5	1.3
Flyers ①	5.2	4.6	2.8	10.2	11.3	11.3
Newspapers/Magazines ①	0.0	0.0	0.7	0.5	4.6	4.9

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions. ① Flucuations may be due to small sample size.

Table A3-47
Standard Mail (A) from Insurance Companies
Reaction to Mail Pieces by Familiarity and Shape()
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Shap <b>e</b>	(lmmedi	Read ately and	Set Aside)		Found Useful		Harry Carlotte State (1984)	Will Respon	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Previous customer:									,
Letter size envelope	59.7	72.9	68.2	46.3	50.9	50.4	12.2	21.8	3.7
Larger envelope	69.6	70.8	70.2	49.5	58.3	56.4	11.3	24.2	5.2
Organization known:									
Letter size envelope	37.4	39.7	34.4	19.1	15.0	12.9	4.3	2.0	2.0
Larger envelope	39.4	23.5	39.6	29.5	13.4	20.3	10.1	2.8	0.5
Organization unknown:	·								
Letter size envelope	22.2	22.4	25.4	8.6	5.3	5.9	2.0	1.2	1.2
Larger envelope	25.3	23.2	20.3	11.9	6.6	13.3	3.2	1.8	0.2

① Fluctuations may be due to small sample sizes.

(Percentage of Mail Received by Households) Postal Fiscal Years 1987, 1999 and 2000 Table A3-48a Standard Mail (A) Reaction by Industry

	Red III		mediately		Set Aside	* 1.	T.	Found Useful	<b>.</b>	\$	Will Respond O	é
	1987   19	666[]	2000	1987	1999	2000	1987	1999 2000	2000	1987	1999	2000
Financial:												
Credit card	39.5	40.7	30.9	6.1	1.8	3.2	29.3	22.3	20.4	8.3	7.1	4.1
Bank	38.8	42.5	36.8	4.0	2.1	4.6	31.1	25.9	32.8	8.1	8.5	3.8
Securities broker	40.4	54.6	48.8	11.7	5.8	9.3	42.5	53.6	58.4	8.4	11.2	4.6
Money Market ©	45.6	38.0	38.7	5.4	5.1	10.1	53.7	40.0	59.1	19	20.7	10.1
Insurance Company	33.9	40.0	34.8	4.3	1.3	5.5	24.6	26.2	29.0	6.4	7.3	2.4
Real Estate/Mortagae	29.3	32.4	27.3	3.1	0.5	3.3	21.3	12.9	18.2	2.7	3.4	2.0
Total Financial	37.2	41.1	36.2	5.3	1.9	0.9	29.5	25.5	36.3	7.3	7.3	4.5
Merchants:												
Supermarkets	40.3	55.8	39.0	5.8	3.2	8.1	52.2	53.4	55.9	26.8	30.0	28.6
Department store	45.3	58.7	43.2	6.7	4.9	9.8	53.9	52.6	57.6	15.6	16.9	15.7
Mail order company	42.9	50.0	36.0	312	9.8	14.2	41.9	41.4	45.4	15.3	13.4	11.4
Specialty store	40.1	50.7	37.4	8.6	4.4	7.0	43.4	44.5	49.1	14.4	16.2	13.2
Publisher	43.1	47.5	38.6	7.5	3.5	6.7	35.3	34.3	36.3	17.1	14.3	10.6
Land promotion @	26.3	36.5	35.1	4.1	2.0	0.8	7.7	22.6	14.3	4.1	3.7	2.5
Restaurant	49.9	63.0	N/A	3.4	0.8	A/A	51.9	47.3	A/N	19.5	28.1	۷ N
Consumer packaged goods	63.4	57.9	A/N	5.6	3.5	N/A	59.1	46.1	N/A	32.1	19.0	A/S
Auto dealers	37.3	51.6	N/A	3.2	1.3	N/A	32.6	37.0	N/A	8.7	14.8	A/A
Mall @	22.4		N/A	14.2	0.0	N/A	45.3	39.3	N/A	9.4	20.6	∀/Z
Total Merchants	43.5	51.5	38.2	9.1	5.8	7.6	44.]	42.6	43.1	16.3	15.4	13.7

① Of pieces containing an advertisement or request for funds.② Flucuations may be due to small sample sizes.

(Percentage of Mail Received by Households) Postal Fiscal Years 1987, 1999 and 2000 Standard Mail (A) Reaction by Industry Table A3-48b

							1			271	9	€
(1) 1000 (1	Read	d Immediately	tely		Set Aside		₽	Found Useful	2		Will Kespond	<b>)</b>
	1987	1999	2000	1987	6661	2000	1987	1999	2000	1987	1999	2000
Saviras												
Talanhone	49.9	42.6	35.2	5.7	1.4	3.7	46.6	23.7	25.8	14.4	4.5	4.7
Other Hilities (2)	49.9	55.3	45.3	7.2	9.0	8.4	56.4	43.2	62.7	11.6	9.9	12.5
Modinal	44.3	50.9	40.7	5.2	2.6	6.2	41.0	35.1	45.7	8.9	14.7	4.0
Other professional @	53.2	53.7	43.6	6.4	1.5	9.3	42.4	32.4	35.6	12.2	5.6	3.0
Loisura coorica	416	53.6	41.1	8.1	2.9	7.2	36.9	35.6	45.5	7.8	11.0	7.9
	51.5	46.7	35.7	9.2	1.8	3.9	43.7	27.1	32.7	8.4	6.3	5.1
Computer	40.5	39.6	27.2	7.2	4.2	7.0	39.8	28.3	30.0	12.5	7.1	3.8
	44	46.8	38.4	6.5	2.3	6.5	38.0	29.8	26.2	9.6	8.2	5.9
Noofederal Government	48.7	49.1	46.9	15.6	3.8	12.3	57.6	40.9	65.2	18.6	19.5	3.2
Social/Charitable/Political:												
I Inion/professional (2)	49.5	68.4	47.6	7.6	4.6	8.0	55.9	58.1	48.6	11.3	19.1	8.0
(higgh	51.8	58.5	45.6	3.6	3.4	9.0	39.7	52.0	58.8	9.9	11.8	12.4
Februarional	46.4	53.0	42.1	5.4	2.6	10.6	40.0	6'28	20.7	6.3	9.4	6.1
Charities	531	57.8	41.1	9.0	3.8	6.5	29.7	38.8	31.6	8.6	20.6	10.3
Political	37.5	48.4	33.5	8.7	3.2	8.7	27.6	34.9	34.8	13.0	32.3	4.1
AARP ③	59.4	37.0	A/A	7.0	0.0	N/A	57.1	9.61	N/A	37.9	4.4	A/A
Total Social/Charitable/Political	45.2	52.7	42.0	6.4	3.3	8.5	37.8	39.5	44.9	9.2	13.5	8.2

 $\oplus$  Of pieces containing an advertisement or request for funds.  $\oplus$  Flucuations may be due to small sample sizes.

Table A3-49 Standard Mail (A) Reaction to Mail Pieces by Income Postal Fiscal Years 1987, 1999 and 2000

	3		Read Im	ad Immediately					Set /	Aside		
		Percent		F Piece	Pieces Per Household	ehold		Percent		eseid 🛴 🖫	Pieces Per Household	ahold
在1000000000000000000000000000000000000	1687	<b>566.</b>	2000	1987	6661	2000	1987	1999	2000	1861	6661	2000
Under \$7K	43.0	40.6	41.8	1.6	1.6	2.7	18.8	0.6	5.8	0.3	0.3	0.4
\$7K - \$9.9K	41.0	47.8	41.9	2.1	2.1	2.7	18.8	5.8	3.9	0.3	0.3	0.2
\$10K - \$14.9K	45.0	50.0	45.8	2.6	2.6	3.5	11.9	4.7	5.8	0.5	0.2	0.4
\$15K - \$19.9K	45.0	51.9	46.7	2.9	2.8	3.9	9.4	4.1	6.0	9.0	0.2	0.5
\$20K - \$24.9K	42.5	57.6	43.5	2.8	3.1	4.0	8.5	2.4	8.0	9.0	0.1	0.7
\$25K - \$29.9K	44.2	51.0	7.07	3.5	3.2	7 /	8.0	3.2	7 7	9.0	0.2	0.7
\$30K - \$34.9K	4].4	50.5	43./	3.6	3.3	<b>4</b> 0	8.3	3.4	ĵ.	0.7	0.2	?
\$35K - \$49.9K	41.4	49.9	43.6	3.9	4.1	5.2	7.5	4.6	7.3	0.8	0.4	6.0
\$50K - \$64.9K	41.1	47.3	42.5	4.4	4.6	5.4	7.0	3.5	8.4	0.8	0.3	
\$65K - \$79.9K	40.4	46.1	44.6	6.1	5.2	6.5	6.7	4.1	8.1	1.5	0.5	1.2
\$80K - \$99.9K	31.4	47.1	41.6	4.4	5.8	7.3	8.9	4.7	9.3	1.3	9.0	1.6
\$100K +	34.5	38.2	39.9	5.3	5.7	8.8	6.0	4.6	6.9	1.2	0.7	1.5
		,										

	N. C.		Found	Useful					Will Res	Respond ①		
	100	Percent	The second	Pieces	Pieces Per Household	ehold		Percent		Pieces	Pieces Per Household	ploid
	2861		2000	1861	666L	2000	1987	1999	2000	<b>1861</b>	6661	2000
Under \$7K	36.0	34.3	က	1.4	1.3	2.1	17.5	8.9	11.3	0.5	0.5	0.7
\$7K - \$9.9K	37.1	35.6	33.1	1.9	1.5	2.1	12.6	15.7	8.8	0.5	0.3	9.0
\$10K - \$14.9K	39.6	38.4	39.6	2.3	2.0	3.0	17.7	13.4	10.3	0.8	0.5	0.8
\$15K - \$19.9K	41.9	31.9	36.2	2.7	1.7	3.0	15.3	15.6	11.1	0.8	9.0	0.9
\$20K - \$24.9K	42.8	39.0	37.6	2.8	2.1	3.5	15.6	13.4	11.7	6.0	9.0	
\$25K - \$29.9K	40.4	34.9	7 30	3.2	2.2	7 6	14.8	15.8	0 3	1.0	9.0	0
\$30K - \$34.9K	40.4	35.3	33.7	3.5	2.4	٧.٠	14.8	16.5			0.8	?
\$35K - \$49.9K	41.9	37.3	38.5	4.0	3.1	4.6	14.8	14.7	8.0	1.1	1.0	1.0
\$50K - \$64.9K	42.2	36.4	38.4	4.6	3.6	4.8	14.8	13.8	8.1	1.3	1.2	0.7
\$65K - \$79.9K	40.5	34.7	39.7	1.9	3.9	5.8	11.1	13.9	8.3	4.	1.2	1.2
\$80K - \$99.9K	34.7	36.9	38.7	4.9	4.5	6.8	10.9	11.9	7.9	1.3	6.1	4
\$100K +	32.0	31.1	36.9	4.9	4.6	8.1	10.1	11.4	7.7		1.3	9.1

Of pieces identified by respondent as containing an advertisement or request for funds.
 Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A3-50

Standard Mail (A) Reaction to Mail Piece by Age of Head of Household

Postal Fiscal Years 1987, 1999 and 2000

	jan aljesi		Read Im	mediatel	/				Se Tribe	t Aside		
Age of Head of Household		Percent		Piece	Per Hou	sehold	77 Y Z	Percent	19 (a. 18 <del>1</del> 9 (a. 19) 29 (a. 19 (a. 19)	Pieces	Per Hou	sehold
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
18 - 21 ②	46.9	32.4	42.8	1.8	1.3	1.8	10.3	5.1	5.3	0.4	0.2	0.2
22 - 24	35.6	53.1	35.2	1.1	2.1	1.8	6.9	4.6	4.5	0.2	0.2	0.2
25 - 34	40.4	47.5	33.0	2.7	3.0	3.0	8.4	3.8	8.0	0.6	0.2	0.7
35 - 44	39.9	46.9	31.4	3.3	3.7	3.6	7.8	4.0	7.7	0.6	0.3	0.9
45 - 54	39.6	46.1	32.5	3.5	4.5	4.4	7.8	4.9	8.0	0.7	0.5	1.1
55 - 64	45.0	47.1	36.0	4.4	4.7	5.3	9.2	3.3	7.0	0.9	0.3	1.0
65 - 69	42.5	51.4	34.0	3.5	4.7	4.9	7.4	3.1	7.5	0.6	0.3	1.1
70+	43.8	46.8	36.4	3.4	3.8	5.6	7.3	5.4	6.5	0.6	0.4	1.0

			Foun	d Useful					Will Re:	pond O		geš jij .
Age of Head of Household	A STATE	Percent		Pieces	Per Hou	sehold		Percent		Pieces	Per Hou	sehold
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
18 · 21 ②	53.5	23.0	33.0	2,1	0.9	1.4	16.5	10.2	12.8	0.5	0.4	0.5
22 - 24	35.7	42.8	35.9	1,1	1.7	1.8	17.5	18.6	11.4	0.5	0.7	0.6
25 - 34	42.7	37.5	36.4	2.8	2.4	3.3	15.9	12.9	7.9	0.9	0.7	0.7
35 - 44	40.8	35.1	38.3	3.4	2.8	4.4	16.1	13.5	8.6	1.1	1.0	1.0
45 - 54	38.8	37.0	38.3	3.4	3.6	5.2	13.0	13.3	8.3	0.9	1.2	1.1
55 - 64	41.2	35.1	38.8	4.0	3.5	5.7	12.7	11.8	8.7	1.0	1.0	1.3
65 - 69	38.1	37.9	37.6	3.1	3.5	5.5	13.2	11.1	7.8	0.9	0.9	1.1
70+ <sup>-</sup>	37.6	34.1	35.3	2.9	2.8	5.5	14.8	9.8	9.4	0.9	0.7	1.4

① Of pieces containing an advertisement or request for funds.

② Flucuations may be due to small sample sizes.

Table A3-51
Standard Mail (A) Reaction to Mail Piece by Education of Head of Household
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

		in in the first of the control of th	Read Im	nediately						Aside	and the second	1 (1)
Education of Head of Household		Percent		Pieces	Per Hou	sehold		Percent		Piaces	Per Hou	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
8th grade	43.7	40.9	36.8	2.2	1.9	2.0	7.8	3.2	1.6	0.4	0.2	0.1
Some High School	46.4	51.8	47.1	2.6	2.8	3.4	6.9	1.8	3.8	0.4	0.1	0.3
High School	44.4	49.9	43.2	3.1	3.4	3.2	7.3	3.6	7.1	0.5	0.2	0.7
Some college	41.6	47.0	45.7	3.3	4.0	4.1	7.9	4.0	7.1	0.6	0.3	0.8
Professional or Technical school	41.2	48.5	49.7	3.2	4.5	4.8	9.5	4.7	6.2	0.7	0.4	0.8
College Graduate	37.7	48.8	42.4	3.7	5.1	5.0	9.3	4.1	7.7	0.9	0.4	1.2
Post graduate	37.3	38.9	38.0	4.4	5.2	5.4	8.9	6.8	8.6	1.0	0.9	1.5

		els Taria	Found	Useful	* 2.W.1		, a	N. F	Will Res		200	Ma Street
Education of Head of Household	N 10 3	Percent		Pieces	Per Hou	sehold	e dise	Percent	14 点题。1	Pieces	Per Hou	sehold
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
8th grade	35.5	26.4	23.3	1.8	1.3	1.9	14.6	7.0	9.8	0.6	0.3	0.8
Some High School	40.5	36.7	34.8	2.3	2.0	3.1	13.4	12.2	9.8	0.6	0.6	0.9
High School	40.0	36.8	35.5	2.8	2.5	3.3	15.1	12.0	9.5	0.9	0.7	0.9
Some college	41.1	35.6	38.2	3.3	3.0	4.3	15.6	12.7	10.0	1.0	1.0	1.1
Professional or Technical school	40.0	39.1	41.7	3.1	3.6	5.1	15.7	16.1	8.4	1.0	1.3	1.0
College Graduate	40.5	38.1	38.5	4.0	4.0	5.7	13.4	13.1	7.9	1.1	1.2	1.2
Post graduate	40.6	32.2	37.4	4.8	4.3	6.7	14.1	11.5	7.2	1.4	1.4	1.3

① Of pieces containing an advertisement or request for funds.

## Table A3-52 Standard Mail (A) Users of Reply Envelopes by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Industry	Harris Land				CRM	v	Comb	ined BRA	VERR
industry	1987	1999	2000	1987	1999	2000	1987	1999:	
Financial:									
Credit cards	9.1	20.6	14.2	2.8	4.8	3.1	6.1	13.2	8.6
Bank	4.8	3.9	3.0	1.6	2.5	1.3	3.2	3.2	2.1
Securities	2.4	2.4	1.6	0.7	0.6	0.7	1.6	1.5	1.1
Money market	0.3	0.1	0.3	0.1	0.1	0.1	0.2	0.1	0.2
Insurance company	12.7	11.7	7.8	2.3	2.9	2.2	7.8	7.5	5.0
Real Estate/Mortgage	1.1	1.9	0.8	0.3	0.6	0.4	0.7	1.3	0.6
Other financial	0.5	0.1	0.5	0.3	0.0	0.3	0.5	0.1	0.4
Total Financial	30.9	40.7	28.1	8.7	11.5_	8.1.	20.1	26.9	28.1
Merchants:				<del></del>					
Supermarkets	0.2	0.1	0.2	0.2	0.0	0.3	0.3	0.1	0.3
Department store	5.6	1.8	1.8	4.0	2.2	2.3	5.1	2.0	2.1
Mail order	19.0	19.9	12.9	46.8	56.9	32.1	31.6	37.4	22.5
Specialty store	3.4	1.1	N/A	6.8	2.6	N/A	5.0	1.8	N/A
Publisher	22.1	19.3	14.8	21.1	16.5	9.5	21.4	17.9	12.2
Land promotion	0.4	0.0	0.2	0.1	0.1	0.1	0.3	0.1	0.1
Restaurant	0.1	0.0	N/A	0.0	0.0	N/A	0.1	0.0	N/A
Consumer packaged goods	0.9	1.5	N/A	0.5	0.9	N/A	0.8	1.2	N/A
Auto dealers	0.3	0.2	N/A	0.1	0.1	N/A	0.2	0.1	N/A
Service stations	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Mall	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A
Other merchants	1.1	0.2	1.6	2.1	0.1	1.1	1.4	0.1	1.4
Total Merchants	53.1	44.1	31.6	81.7	79.4	45.4	66.2	60.7	38.5
Services:	,						-		
Telephone	2.3	1,1	0.9	0.4	0.9	0.8	1.4	1.0	0.8
Other utilities	0.2	0.5	0.4	0.1	0.2	0.4	0.2	0.4	0.4
Medical	0.6	1.2	1.1	0.2	0.7	1.2	0.4	1.0	1.2
Other professional	0.6	0.4	0.5	0.3	0.2	0.2	0.4	0.3	0.4
Leisure service	1.9	3.0	1.9	1.0	1.6	1.0	1.4	2.3	1.4
Cable TV	0.6	0.1	0.1	0.5	0.4	0.4	0.6	0.3	0.3
Computer	0.5	1.1	0.9	0.2	0.4	0.4	0.4	0.8	0.7
Craftsman	0.6	0.9	N/A	0.1	0.2	N/A	0.3	0.6	N/A
Other services	2.4	2.4	2.1	1.0	0.8	1.2	1.8	1.7	1.6
Total Services	9.7	10.7	7.8	3.8	5.4	5. <b>5</b>	6.9	8.4	6.7
Nonfederal Government	0.3	0.4	0.5	0.9	0.5	0.5	0.6	0.5	0.5
Total Social/Charitable/	2.9	2.5	3.9	1.9	2.3	5.3	2.5	2.4	4.6
Political/Nonprofit:									
Other	2.8	1.3	0.0	3.0	0.5	0.0	2.9	0.7	0.0
Don't know/No answer	0.3	0.3	1.0	0.6	0.4	0.9	0.4	0.4	0.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per	1.46	1.65	2.41	1.28	1.50	2.0	2.74	3.20	2.21
Week									

Table A3-53a
Standard Mail (A) Industry Usage of Reply Mail
(Percentage of Pieces from Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 1999 and 2000

Industry	В	usiness Rep	<b>ly</b>	G	ourtesy Repl	y
	1987	1999	2000	1987	1999	
Financial:						
Credit card	57.8	60.9	57.8	15.4	13.0	3.5
Bank	36.1	23.7	27.0	10.4	13.7	9.9
Securities Broker	40.6	36.6	25.3	11.0	8.0	9.8
Money market ①	42.9	18.2	26.0	13.3	9.1	6.6
Insurance	62.7	49 :	49.8	10.1	11.2	12.0
Real Estate/Mortgage	19.1	21.0	22.5	4.1	6.8	8.3
Total Financial	48.7	45.2	44.1	11.1	11.6	10.5
Merchants:						
Supermarkets	1.1	0.0	3.4	0.8	0.0	3. <b>8</b>
Department store	7.0	3.9	5.2	4.4	4.3	5.4
Mail order	21.9	18.3	17.4	47.2	47.7	36.0
Specialty store	6.9	2.9	N/A	12.1	6.1	N/A
Publisher	30.2	34.1	45.2	25.2	26.6	24.1
Land promotion ①	11.5	14.3	21.2	2.7	14.3	10.6
Restaurant	2.1	0.0	N/A	0.6	2.5	N/A
Consumer packaged goods	10.4	16.9	N/A	5.3	5.4	N/A
A Dealers	8.9	5.5	N/A	2.5	1.8	N/A
Service stations ①	1.7	5.3	N/A	0.5	0.0	N/A
Mall ①	0.0	0.0	N/A	0.0	0.0	N/A
Total Merchants	15.8	16.0	18.1	21.3	26.1	21.9
Services:						
Telephone	53.1	9.1	12.3	9.0	6.7	9.0
Other utilities ①	24.7	26.7	19.7	9.4	10.0	17.0
Medical	13.2	17.4	15.7	4.0	9.1	13.8
Other professional ①	26.2	20.0	20.6	12.6	10.0	7.0
Leisure service	21.2	20.2	17.8	10.2	10.5	7.6
Cable TV	11.5	2.8	4.7	8.9	8.3	10.9_
Computer	41.9	18.6	16.5	15.5	7.2	6.7
Craftsman ①	60.7	30.6	N/A	6.4	4.1	N/A
Total Services	26.8	18.9	16.3	9.3	8.7	9.5
Nonfederal Government	5.7	5.6	10.7	14.4	11.3	7.7
Social/Charitable/Social/Nonprofit	18.0	17.6	25.1	10.4	13.5	28.8
Total Nonhousehold Mail Received by Households	18.7	20.4	22.9	16.4	18.3	15.7
Total Pieces Per Household Per Week	1.46	1.70	2.31	1.28	1.52	1.93

① Fluctuations may be due to small sample sizes.

Table A3-53b
Standard Mail (A) Industry Usage of Reply Mail
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 1999 and 2000

Industry	No	Reply M	\ail	N	n't Kno o Answ	97		Total	
	1987	1999	2000	1987	1999	2000	1987	1999	
Financial:									
Credit card	20.7	20.8	28.4	6.1	5.2	3.3	100.0	100.0	100.0
Bank	45.8	57.6	59.4	7.7	4.7	3.7	100.0	100.0	100.0
Securities Broker	40.8	51.3	59.9	7.7	4.5	5.0	100.0	100.0	100.0
Money market ①	36.0	67.0	60.3	7.8	0.0	7.0	100.0	100.0	100.0
Insurance	20.6	35.4	34.3	6.7	4.2	3.9	100.0	100.0	100.0
Real Estate/Mortgage	71.2	68.1	66.0	5.6	3.4	3.2	100.0	100.0	100.0
Total Financial	33.4	38.5	41.5	6.8	4.6	3.8	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	94.3	89.9	10.5	0.0	2.8	100.0	100.0	100.0
Department store	82.5	89.7	84.7	6.1	2.1	4.7	100.0	100.0	100.0
Mail order	25.1	28.7	40.3	5.9	5.3	6.3	100.0	100.0	100.0
Specialty store	74.8	89.3	78.9	6.2	1.8	5.0	100.0	100.0	100.0
Publisher	33.7	34.8	23.7	10.9	4.6	7.1	100.0	100.0	100.0
Land promotion ①	79.8	77.4	64.3	5.9	0.0	3.9	100.0	100.0	100.0
Restaurant	90.1	97.0	N/A	7.2	0.0	N/A	100.0	100.0	100.0
Consumer packaged goods	78.5	70.3	N/A	5.7	2.7	N/A	100.0	100.0	100.0
Auto Dealers	76.9	90.6	N/A	11.7	1.8	N/A	100.0	100.0	100.0
Service stations ①	90.9	95.1	N/A	6.9	0.0	N/A	100.0	100.0	100.0
Mall ①	91.3	100.0	N/A	8.7	0.0	N/A	100.0	100.0	100.0
Total Merchants	55.3	53.8	54.2	7.6	3.9	5.8	100.0	100.0	100.0
Services:									
Telephone	31.8	80.3	73.5	6.2	3.8	5.3	100.0	100.0	100.0
Other utilities ①	52.6	58.8	61.5	13.4	3.3	1.8	100.0	100.0	100.0
Medical	78.6	71.1	64.4	4.2	2.5	6.1	100.0	100.0	100.0
Other professional ①	55.7	68.3	69.4	5.5	0.0	3.0	100.0	100.0	100.0
Leisure service	62.5	66.1	70.3	6.1	3.2	4.4	100.0	100.0	100.0
Coble TV	72.8	86.8	81.7	6.7	2.8	2.7	100.0	100.0	100.0
Computer	36.6	71.2	71.2	5.9	3.1	5.7	100.0	100.0	100.0
Craftsman ①	30.5	55.2	N/A	2.4	10.2	N/A	100.0	100.0	100.0
Total Services	57.3	68.7	69.3	6.5	3.6	5.0	100.0	100.0	100.0
Nonfederal Government	74.7	84.3	78.4	5.2	3.2	3.2	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	65.4	40.6	9.0	2.0	5.5	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	57.1	51.2	8.4	4.2	5.7	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.39	4.75	5.63	0.66	0.36	1.59	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Table A3-54
Standard Mail (A) Intended Response Rates for
Major Industries by Enclosure of Reply Envelopes/Cards
(Percentage of Pieces to Which Recipients Intend to Respond)
Postal Fiscal Years 1987, 1999 and 2000

Industry	and the second second	e Rate for P ss Reply En	1 Village 4 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	e Rate for P	A STATE OF THE STA
	1987	1999	2000	1987	1999	2000
Credit card	8.9	6.0	2.8	7.0	12.6	16.6
Department store	11.6	16.1	10.8	24.9	23.8	12.2
Mail order	10.3	14.2	13.4	17.4	13.6	14.5
Publisher	14.3	11.7	9.7	23.4	25.2	23.6

## Table A3-55 Standard Mail (A) Reaction to Mail Piece by Addressee (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Type of Address	Read	l Immedi	ately		Set Aside	•	Fo	und Use		W	ill Respo	nd
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Addressed to specific household members	44.9	50.6	49.0	8.7	4.7	8.4	40.1	38.2	42.4	14.4	13.0	9.6
Addressed to occupant/resident	35.7	38.5	28.5	7.1	2.9	6.5	40.3	30.8	35.2	14.9	10.7	9.6

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

## Table A3-56 Standard Mail (A) Reaction to Pieces from Department Stores by Addressee (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

	Rea	d Immedi	ately		Set Aside	Le sues	Fo	und Use	ful	W .	/ill Respo	nd
Type of Address	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Addressed to specific household members	48.1	59.8	61.8	9.8	5.6	8.5	56.9	54.6	8.06	15.4	16.4	15.8
Addressed to occupant/resident	39.4	57.1	50.7	9.9	3.2	9.3	48.1	48.6	49.5	16.3	18.6	16.2

## Table A3-57 Standard Mail (A) Reaction to Pieces from Publishers by Addressee (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Type of Address	Reac	lmmedi	ately	1. 2	Set Aside	•	Fç	ound Use	ful 🥳 🖭	, W	/ill Respo	nd
type of Address	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Addressed to specific household members	46.2	49.7	48.0	7.3	3.5	6.9	35.1	33.5	38.3	18.1	15.9	11.4
Addressed to occupant/resident	37.7	42.6	27.4	8.8	3.6	7.4	38.5	39.0	25.5	14.0	10.0	10.0

Number of Mail Order Purchases® Within the Last Year by Income (Percentage of Households) Table A3-58

Postal Fiscal Years 1987, 1999 and 2000

1000年1月1日 - 1000年1日 - 100		Inder \$7K		5	7K \$9.91		5	OK - \$14.91	9K	S	5K - \$19.9K	₩ W
	1987	1.6661	2000	1987	1999	2000	1987	666L	2000	1987	6661	2000
0	64.7	56.2	53.3	55.7	70.1	9.79	48.4	67.4	59.3	43.0	63.0	55.4
[1 - 2	16.5	17.7	12.4	18.0	1.91	6.1	15.9	12.4	21.4	22.3	12.0	16.6
3 - 5	1.4	19.2	21.8	18.9	6.2	17.6	20.4	2.11	11.9	21.2	10.8	12.3
6 - 10	3.3	4.2	5.6	5.1	3.1	4.0	7.4	6.3	2.7	9.4	5.4	8.5
11 - 15	1.6	0.0	2.0	1.6	3.5	4.8	4.4	0.1	- - - - -	2.5	6.3	2.0
16 - 30	1.8	0.1	5.0	0.5	8.0	0.0	1.2	0.4	2.7	6.0		4.5
3) +	0.5	0.0	0.0	0.3	0.0	0.0	0.5	0.3	4.0	0.3	0.1	9.0
Don't know/No answer	0.5	1.6	0.0	0.0	0.3	0.0	1.8	9.0	0.0	0.5	ر. ن.	0.0
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Manual Description	\$20K	IK - \$24.9	<b>Y</b>	\$25K	5K - \$29.9k	¥	Ç	\$30K - \$34	9K	£\$	35K - \$49.9K	×
	<b>  1987</b>	1 6661	2000	1987	6661	2000	1987	1999	2000	1987	1999	2000
0	41.8	55.2	56.6	39.0	53.0	58.7	34.4	47.1	58.7	28.7	45.8	51.3
1.2	21.3	19.3	17.5	19.4	21.5	14.6	21.9	18.3	14.6	22.5	17.3	16.8
3 - 5	20.6	14.6	16.2	21.9	11.7	13.3	19.2	15.9	13.3	25.4	16.9	16.3
6 - 10	8.0	4.6	5.6	11.6	6.5	9.1	13.8	11.1	9.1	11.7	10.4	9.1
11 - 15	2.4	2.7	2.4	4.1	1.9	3.1	4.6	3.9	3.1	5.3	3.7	2.9
16 - 30	2.9	0.7	1.9	3.1	2.1	_	3.9	8.	-	3.5	4.3	3.3
31 +	0.5	0.7	0.0	9.0	0.4	0.2	0.7	0.4	0.2	0.8	1.0	0.3
Don't know/No answer	2.5	2.1	0.0	0.3	2.8	0.0	1.5	1.4	0.0	6.1	1.6	0.0
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	9\$	0K - \$64	9K		65K - Ove	¥.		Total	
	<b>1987</b>	6661	2000	<b></b>	666L	2000	1987	6661	2000
0	29.4	40.9	45.2	33.5	36.6	40.4	42.2	50.2	52.6
1 - 2	19.7	15.7	18.5	9.11	12.1	1.71	9.61	15.9	16.1
3 - 5	9.61	18.8	17.5	21.3	6.91	18.1	19.5	14.5	15.7
9 - 10	13.4	10.5	11.0	8.81	12.1	13.5	10.0	8.7	8.7
[11 - 15]	8.8	4.2	4.4	6.7	6.2	1.4	3.9	4.2	3.2
16 - 30	4.8	3.3	2.4	5.0	9.9	3.7	2.5	3.1	2.9
31+	3.3	1.2	1.0	0.3	2.4	1.8	0.7	0.8	0.7
Don't know/No answer	1.1	5.4	0.0	1.5	4.2	0.0	1.4	2.6	0.0
Total Households	100.0	100.0	100.0	0.001	0.001	0.001	100.0	100.0	100.0

© From Entry Interview.

© From Entry Interview.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A3-59
Number of Mail Order Purchases①
Within the Last Year by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

n in magnitude of the property		< 8th Grad	e ga	Son	ne High Sc	hool		High Schoo	روني الد	Single S	ome Colle	ge
Number of Purchases	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
О	65.5	72.0	66.9	53.9	60.1	57.6	41.7	57.6	57.5	38.0	48.0	49.9
1 - 2	14.8	14.5	14.4	16.8	18.9	20.1	22.5	13.8	14.5	20.7	16.0	19.4
3 - 5	10.7	4.8	12.2	17.2	12.0	13.3	19.0	12.6	14.4	22.0	16.9	14.4
6 - 10	4.7	5.4	3.1	6.1	5.0	2.0	9.1	7.6	8.0	11.1	8.7	8.8
11 - 15	2.9	0.2	0.8	2.4	1.1	3.3	4.1	4.3	3.3	2.7	4.3	3.0
16 - 30	0.5	1.5	0.0	1.1	2.6	3.4	2.4	1.6	1.9	2.8	2.4	4.3
31 +	0.2	0.1	2.7	0.5	0.0	0.4	0.6	0.4	0.3	0.5	0.5	0.4
Don't know/No answer	0.7	1.5	0.0	2.1	0.3	0.0	0.8	2.1	0.0	2.1	3.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Tec	hnical Sch	ool		College		Po	ost Gradue	ote	a ve reze	Total	iwa isan
Number of Purchases	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
0	37.2	38.1	45.6	38.0	40.9	50.0	27.0	31.9	46.8	42.2	50.2	52.6
1 - 2	16.3	17.9	22.6	18.5	16.2	14.7	19.5	20.4	14.3	19.6	15.9	16.1
3 - 5	20.2	14.6	13.0	21.8	17.6	19.0	22.7	17.2	16.8	19.5	14.5	15.7
6 - 10	12.8	16.6	11.3	11.9	10.4	9.2	16.4	10.5	13.5	10.0	8.7	8.7
11 - 15	6.2	1.0	3.8	4.1	5.3	3.4	7.2	7.3	3.4	3.9	4.2	3.2
16 - 30	3.7	8.4	3.0	2.6	4.1	2.3	5.2	6.9	4.3	2.5	3.1	2.9
31 +	2.6	1.0	0.8	0.9	1.5	1.4	1.1	3.1	0.9	0.7	0.8	0.7
Don't know/No answer	1.2	2.3	0.0	2.1	3.9	0.0	1.3	2.8	0.0	1.4	2.6	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① From Entry Interview.

Table A3-60
Number of Mail Order Purchases® Within the Last Year by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

Number of Purchases		18 - 24			25 - 34			35 - 44			45 - 54	
	1987	1999*	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
0	51.8	60.5	55.8	36.1	54.0	51.5	39.2	51.1	51.2	41.0	42.4	44.4
1 - 2	21.7	18.6	19.4	22.2	19.3	17.6	19.0	14.0	18.8	21.4	15.7	18.1
3 - 5	17.6	14.0	21.8	23.3	13.4	16.7	19.8	13.8	15.6	17.8	15.6	18.2
6 - 10	2.8	3.3	1.8	10.4	7.3	8.8	11.4	10.8	8.2	9.1	11.0	9.0
11 - 15	1.7	1.2	0.9	2.9	1.9	1.9	5.0	3.4	2.5	5.5	6.4	3.4
16 - 30	2.3	1.8	0.6	2.3	1.9	3.3	3.3	3.1	2.8	3.2	3.3	5.2
31 +	0.7	0.0	0.0	0.9	0.5	0.2	1.1	1.2	1.0	0.8	1.1	1,7
Don't know/No answer	1.1	0.6	0.0	1.9	1.7	0.0	1.4	2.6	0.0	1.2	4.5	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	0.001	100.0	100.0	100.0	100.0	100.0

Number of Rurchases		-55 - 64			65 - 69			70 +			. Total	
	1987	1999	2000	1987	1999	2000	1987	1999	92000	1987	1999	2000
0	40.2	41.8	55.4	47.5	54.2	56.0	53.8	58.1	59.0	42.2	50.2	53.3
1 - 2	15.7	15.5	9.8	19.7	12.4	13.0	17.5	17.5	13.4	19.6	15.9	15.7
3 - 5	19.8	19.7	16.2	17.3	14.4	13.3	15.8	10.1	10.4	19.5	14.5	16.0
6 - 10	13.1	8.2	10.4	10.2	8.2	9.4	8.3	6.4	10.5	10.0	8.7	8.3
11 - 15	4.9	5.5	5.2	3.5	4.2	3.5	2.8	4.3	4.6	3.9	4.2	3.1
16 - 30	3.5	5.0	1.6	0.7	4.7	4.6	1.2	1.8	1.8	2.5	3.1	2.8
31 +	0.9	1.3	1.3	0.3	0.5	0.1	0.0	0.3	0.2	0.7	0.8	0.6
Don't know/No answer	2.0	3.0	0.0	1.1	1.4	0.0	2.3	1.4	0.0	1.4	2.6	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① From Entry Interview.

Table A3-61
Number of Mail Order Purchases① Within the Last Year by Number of Adults
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

					2			3			4+	
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
0	55.0	57.7	57.1	38.5	48.2	52.0	42.3	43.3	46.7	31.4	56.6	49.2
1 - 2	18.1	14.9	16.5	20.0	17.0	15.4	20.2	15.4	19.4	20.6	7.7	14.5
3 - 5	16.7	12.2	13.2	20.4	15.0	16.4	17.5	14.9	16.8	24.9	17.7	18.6
6 - 10	6.5	7.8	7.8	11.5	8.6	9.1	9.9	12.1	9.6	9.4	6.3	7.5
11 - 15	2.3	3.6	2.9	4,1	4.2	3.2	4.7	5.5	3.7	6.8	3.6	4.8
16 - 30	1.0	2.5	2.0	2.9	3.1	3.4	3.2	4.7	2.3	2.9	2.9	3.7
31 +	0.1	0.3	0.5	1.0	1.2	0.6	0.5	0.3	1.7	1.3	0.4	1.8
Don't know/No answer	0.4	1.0	0.0	1.7	2.7	0.0	1.6	3.9	0.0	2.7	4.9	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① From Entry Interview.

Table A3-62
Standard Mail (A) Order Pieces Received by
Number of Mail Order Purchases Made Within the Last Year
Postal Fiscal Years 1987, 1999 and 2000

Mail Order Purchases	Pieces Pe	ar Household	Per Week
	1987	1999	2000
0	0.6	1.0	2.3
1	1,1	1.2	2.3
2	1.2	1.9	3.8
3 - 5	1.6	2.3	4.7
6 - 10	2.3	2.8	7.1
11+	3.1	4.9	7.2

Table A3-63
Standard Mail (A) Reaction to Pieces from Mail Order Industry
by Number of Mail Order Purchases Made Within the Last Year
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

	Rea	d Immedic	itely	3 1 1 1 1 1 1 1 1 1	Set Aside		F	ound Usel	ul - war	e i de Talente d	Will Respon	nd 🧐 🚈
Mail Order Purchases	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
<u> </u>	40.4	50.5	37.9	8.4	6.7	6.2	34.2	39.8	37.8	12.5	12.4	10.5
1 - 2	40.8	44.9	38.0	11.4	12.5	5.6	36.6	43.5	32.7	15.1	15.7	10.6
3 - 5	45.7	51.7	41.3	13.5	7.5	8.9	45.8	40.3	35.5	15.8	13.8	12.0
6 - 10	44.6	58.4	42.3	14.9	8.3	8.9	46.2	45.9	39.5	15.8	15.0	8.1
11 +	42.0	46.2	37.0	11.8	10.5	11.1	45.5	39.8	37.9	16.9	12.9	13.6

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

NOTE: The "read immediately" percentages from 1999 include an additional code which was added to the questionairre in Fiscal year 1992. This accounts for the increase in percentage in this category.

Table A3-64
Standard Mail (A) Available Response Media
(For Mail Piece Containing Advertising or Request for Donations)
Postal Fiscal Years 1987, 1999 and 2000

Response Media	ilia Arenisii <b>en</b>	centage of Pic	ces
	1987	1999	
Mail			
Mail only	37.5	23.0	27.8
Mail + phone	11.2	17.5	11,2
Mail + in-person	2.0	0.9	0.8
Mail + fax machine	N/A	0.1	0.2
Mail + internet	N/A	0.5	0.9
Mail + phone + in-person	9.0	5.8	2.4
Mail + phone ÷ fax machine	N/A	4.4	3.5
Mail + phone + internet	N/A	2.5	3.5
Mail + in-person + internet	N/A	0.1	0.1
Mail + fax machine + internet	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.7	0.5
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	0.8	0.9
Mail + phone + fax machine + internet	N/A	3.0	4.9
Mail + in-person + fax machine + internet	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	1.7	1.9
Total Possible Mail Response	59.7	61.1	5 <b>8.8</b>
Phone:			
Phone only	5.1	8.5	9.9
Phone + in-person	4.0	9.0	3.0
Phone + fax machine	N/A	0.3	0.2
Phone + internet	N/A	1.1	1.9
Phone + in-person + fax machine	N/A	0.2	0.1
Phone + in-person + internet	N/A	1.9	1.2
Store:			
At a store only	29.7	16.4	18.6
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	0.4	0.5
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.1
Fax machine + internet	N/A	0.0	0.0
Internet only_	N/A	0.2	1.0
Dan't know/No response	N/A	0.9	- 9
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	7.4	8.6

Table A3-65
Standard Mail (A) Available Response Media from Major Industries
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Response Media	De	partment S	tore		Mail Orde	r			
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Mail only	9.3	4.1	7.4	59.6	22.9	24.3	68.0	52.1	65.5
Mail + phone	4.4	3.8	4.2	31.8	35.3	19.3	5.6	12.4	7.7
Mail + in-person	2.3	1.7	1.0	0.6	0.3	0.3	0.8	0.3	0.4
Mail + fax machine	N/A	0.0	0.1	N/A	0.1	0.3	N/A	0.1	0.1
Mail + internet	N/A	0.1	0.5	N/A	0.8	1.3	N/A	1.3	1.0
Mail + phone + in-person	19.9	8.8	5.4	4.0	2.4	1.0	8.5	8.8	0.6
Mail + phone + fax machine	N/A	0.6	0.7	N/A	14.9	10.3	N/A	1.6	1.4
Mail + phone + internet	N/A	0.3	1.0	N/A	5.8	7.8	N/A	1.5	1.7
Mail + in-person + internet	N/A	0.2	0.2	N/A	0.1	0.1	N/A	0.0	0.0
Mail + fax machine + internet	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.9	0.4	N/A	0.7	0.5	N/A	1.0	0.0
Mail + in-person + fax machine	N/A	0.0	0.2	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	1.0	1.5	N/A	0.5	0.6	N/A	0.6	0.3
Mail + phone + fax machine + internet	N/A	0.1	0.9	N/A	9.0	14.9	N/A	1.8	2.4
Mail + in-person + fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	1.0
Mail + phone + in-person + fax machine + internet	N/A	1.4	1.6	N/A	1.8	2.0	N/A	2.7	2.8
Total Possible Mail Response	35.9	23.0	25.1	96.0	94.7	82.8	82.9	84.3	85.1
Phone only	2.9	2.6	4.9	2.1	2.6	6.3	2.0	2.7	2.8
Phone + in-person	7.0	13.6	6.0	0.6	0.4	0.2	2.9	5.7	0.5
Phone + fax machine	N/A	0.0	0.0	N/A	0.5	0.5	N/A	0.6	0.2
Phone + internet	N/A	0.2	0.9	N/A	0.6	2.1	N/A	0.2	0.5
Phone + in-person + fax machine	N/A	0.1	0.0	N/A	0.0	0.0	N/A	0.7	0.0
Phone + in-person + internet	N/A	6.1	2.9	N/A	0.1	0.2	N/A	0.6	0.0
At a store only	54.2	51.9	52.3	1.3	0.9	0.8	12.3	4.2	2.6
At a store + fax machine	N/A	1.7	0.1	N/A	0.1	0.0	N/A	0.0	0.0
At a store + internet	N/A	0.0	1.8	N/A	0.0	0.0	N/A	0.0	0.1
At a store + fax machine + internet	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Internet only	N/A	0.0	0.0	N/A	0.1	0.5	N/A	0.1	0.6
Don't know/No response	N/A	0.6	5.6	N/A	0.4	6.5	N/A	1.0	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Table A3-66 Standard Mail (A) Intended Response Medium to Pieces from the Mail Order Industry (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

industry	1987	1999	2000
Mail	82.4	52.1	49.7
Phone	13.3	36.2	42.5
In-Person	2.9	2.5	2.0
Other	0.2	1.5	0.0
Don't know/No answer	1.2	7.7	5.8
Total	100.0	100.0	100.0

## Table A3-67 Unaddressed Mail Received Bundled Flyers Usage by Industry (Percentage of Mail Received by Households) Postal Fiscal Years 1987, 1999 and 2000

	Percent of Unaddressed Mail Received by Housing						
Industry	1987	1999	2000				
Financial:							
Credit card	0.2	1.3	0.9				
Bank	0.2	0.6	0.7				
Securities broker	0.1	0.0	0.2				
Money market	0.0	0.0	0.1				
Insurance company	0.9	1.9	1.6				
Real estate/Mortgage	0.6	0.8	0.4				
Other financial	0.0	0.0	0.1				
Total Financial	2.1	4.6	3.9				
Merchants:							
Supermarkets	22.1	24.6	29.0				
Department store	20.9	7.4	12.3				
Mail order company	1.5	3.3	2.7				
Other store	25.1	25.5	8.9				
Publisher	4.6	4.9	4.0				
Land promotion company	0.2	0.0	0.1				
Restaurant	6.7	9.1	N/A				
Consumer packaged goods	0.6	0.4	N/A				
Auto dealers	0.9	0.8	N/A				
Service stations	0.9	2.7	N/A				
Mall	0.2	0.0	N/A				
More than one company	4.2	9.0	N/A				
Other merchants	2.1	0.1	10.9				
Total Merchants	90.0	87.8	67.8				
Services:							
Telephone	0.0	1.7	0.7				
Other utilities	0.1	0.1	0.2				
Medical	1.6	0.8	0.9				
Other professional	0.7	0.1	0.1				
Leisure service	0.5	0.7	0.4				
Cable TV	0.1	0.2	0.5				
Computer	0.0	0.1	0.3				
Craftsman	0.5	1.0	N/A				
Other services	2.1	1.4	5.9				
Total Services	5.6	6.0	9.0				
Nonfederal Government	0.2	0.2	0.4				
Total Social/Charitable/Political/Nonprofit	1.3	1.2	1.6				
Don't know/No answer	0.8	0.1	15.0				
Total	100.0	100.0	100.0				

Table A3-68
Unaddressed Mail Received Reaction to Bundled Flyers
Postal Fiscal Years 1987, 1999 and 2000

	Perce	Percent of Mail Pieces					
Treatment	1987	1999	2000				
Read by member of household	29.3	19.8	26.7				
Read by more than one member of household ①	N/A	6.7	8.9				
Looked at	24.0	19.1	14.1				
Discarded	20.0	17.8	27.8				
Set aside	3.9	1.1	3.7				
Dont know/No answer	22.7	35.6	18.8				
Total	100.0	100.0	100.0				

	Percent of Mail Pieces						
Usefulness	1987	1999	2000				
Useful	33.9	25.3	38.0				
Interesting	16.9	12.9	9.3				
Not interesting	21.6	22.9	27.1				
Objectionable	4.4	2.8	6.7				
Don't know/No answer	23.2	36.1	19.0				
Total	100.0	100.0	100.0				

① This code was not presented in household diaries prior to 1992.

Table A3-69
Unaddressed Mail Received Response to Bundled Flyers by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

	Rea	d Immedia	ely	Found Useful			
Industry	1987	1999	2000	1987	1999*	44	
Financial:	<u> </u>						
Bank ①	18.9	31.3	53.1	11.2	13.1	49.2	
Insurance company	12.5	11.6	9.3	7.7	7.2	15.6	
Real estate/Mortgage ①	13.3	18.5	18.8	9.0	7.4	28.0	
Total Financial	16.1	26.5	27.1	10.1	9.4	30.9	
Merchants:	<u> </u>	· <del>-</del> · -					
Supermarkets	37.7	34.9	38.5	46.8	39.7	58.9	
Department store	33.9	36.8	30.9	39.8	35.6	45.1	
Mail order company	18.5	10.4	22.5	19.0	9.7	25.7	
Specialty store	24.6	24.4	22.7	28.4	20.6	31.5	
Publisher	33.6	26.2	26.2	39.9	26.0	42.3	
Restaurant	31.6	22.3	N/A	33.3	22.4	N/A	
Consumer packaged goods ①	17.4	33.6	N/A	15.0	30.2	N/A	
Auto dealers ①	0.8	14.5	N/A	2.8	13.0	N/A	
Service stations	17.9	13.5	N/A	20.4	8.9	N/A	
Mall-advertisements w/coupons	19.6	28.7	N/A	22.9	24.5	N/A	
Total Merchants	27.1	27.9	28.1	35.7	27.5	40.7	
Services:							
Medical	12.6	20.4	22.4	10.6	16.2	22.2	
Other professional ①	17.3	0.0	51.5	17.0	7.5	24.8	
Leisure service ①	26.0	20.7	36.0	30.9	13.9	49.8	
Craftsman ①	22.9	7.6	N/A	10.4	5.2	N/A	
Total Services	17.1	16.1	36.6	15.9	10.2	32.3	
Total Social/Charitable/Social/Nonprofit	29.0	12.0	24.6	25.9	17.8	32.6	

① Fluctuations may be due to small sample sizes.

#### Table A3-70 Nonprofit Standard Mail (A) Received by Households by Shape Postal Fiscal Years 1987, 1999 and 2000

Slidge	Nonpro	Percentage of the Standard Percentage of the Sta	Mail (A)	Pieces Per Household Fac			
	1987	1992	2000	1987	1999:		
Envelopes:			<u></u>	<u> </u>			
Letter size envelope	37.2	31.6	37.3	0.9	0.8	1.0	
Larger envelope	9.5	12.3	17.5	0.2	0.3	0.4	
Total Envelope	46.6	43.9	54.8	1.1	1.1	1.4	
Postcard	2.1	3.4	6.1	0.1	0.1	0.1	
Catalog (not in envelope)	4.4	1.8	9.4	0.1	0.0	0.1	
Flyers/Circulars	20.4	12.0	16.0	0.5	0.3	0.4	
Magazines/Newsletters	3.9	7.2	6.9	0.1	0.2	0.2	
Other	0.3	0.3	0.7	0.0	0.0	0.0	
Don't know/No answer	1.4	0.2	4.1	0.0	0.0	0.1	
Total Pieces Received by Households	79.6	68.7	77.0	1.9	1.8	2.3	

Table A3-71
Nonprofit Standard Mail (A) Industry by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

Industry	Lette	r Size Enve	olope	Larger Than Letter Envelope			Postcard		Catalog Not in Envelope			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Medical	29.1	24.9	20.6	10.0	12.3	14.2	7.4	7.1	11.4	10.0	1.9	5.3
Union or professional	37.9	36.0	36.1	12.1	17.7	36.1	3.2	3.4	2.4	4.8	4.4	4.8
Church	43.4	42.8	40.6	8.6	10.4	40.6	2.3	6.1	6.4	3.0	1.0	1.6
Veterans	48.9	42.9	40.8	11.3	34.0	40.8	6.5	11.8	10.1	6.7	0.5	0.9
Educational	27.3	22.6	28.5	9.0	9.1	28.5	1.8	6.8	6.7	12.2	6.2	8.7
Charities	80.1	69.9	62.6	9.3	22.1	62.6	1.5	2.9	2.6	1.2	0.4	1.1
Political	28.9	27.7	31.0	13.6	12.6	31.0	3.0	6.2	12.8	0.6	1.1	0.6
AARP	79.3	34.9	N/A	11.0	47.2	N/A	4.2	3.1	N/A	0.9	0.0	N/A
Museum	49.0	31.9	N/A	14.9	22.1	N/A	5.9	6.2	N/A	19.7	16.2	N/A
Nonprofit publication	30.6	40.7	N/A	28.6	30.5	N/A	1.9	2.7	N/A	5.1	3.7	N/A

Industry	Flyers			Newsp	apers/Mag	gazines	Total			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Medical	35.2	28.4	29.4	4.9	24.5	16.5	100.0	100.0	100.0	
Union or professional	33.6	24.8	17.9	6.5	12.5	19.0	100.0	100.0	100.0	
Church	35.9	21.3	25.1	5.6	18.2	13.8	100.0	100.0	100.0	
Veterans	18.1	3.0	7.4	5.6	7.2	4.9	100.0	100.0	100.0	
Educational	44.8	35.1	28.1	3.9	19.5	13.8	100.0	100.0	100.0	
Charities	6.9	2.9	6.6	0.5	2.6	3.0	100.0	100.0	100.0	
Political	52.6	47.3	36.2	0.7	4.5	5.8	100.0	100.0	100.0	
AARP	2.7	5.4	N/A	2.0	7.3	N/A	100.0	100.0	N/A	
Museum	8.9	15.9	N/A	0.5	7.7	N/A	100.0	100.0	N/A	
Nonprofit publication	11.4	8.5	N/A	19.7	12.8	N/A	100.0	100.0	N/A	

NOTE: Totals may not equal exactly 100% due to unreported categories.

Table A3-72
Nonprofit Standard Mail (A) by Content by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

industry 1	À	Advertising		Fund Request		Other		Don't Know/ No Answer			- Total * : :				
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Medical professional	27.5	36.0	40.3	18.0	18.2	10.1	43.0	39.7	13.7	11.4	6.0	9.9	100.0	100.0	100.0
Union or professional	28.5	29.1	29.1	21.3	32.4	29.1	40.8	30.8	6.7	9.4	7.8	8.4	100.0	100.0	100.0
Church	14.7	20.0	18.5	30.5	37.9	29.5	44.8	37.7	8.3	10.0	4.4	10.3	100.0	100.0	100.0
Veterans	18.4	12.8	13.2	42.7	64.5	65.2	31.4	17.2	3.9	7.6	5.5	6.8	100.0	100.0	100.0
Educational	35.6	49.1	35.6	14.7	14.9	16.4	41.6	33.2	10.1	8.0	2.9	5.2	100.0	100.0	100.0
Charities	7.7	7.4	6.3	79.3	87.0	79.0	6.8	4.5	2.7	6.2	1,1	5.2	100.0	100.0	100.0
Political	4.3	7.7	6.5	28.1	25.7	44.5	56.2	64.2	7.9	11.4	2.4	9.2	100.0	100.0	100.0
AARP ①	65.8	56.4	N/A	7.6	6.2	N/A	13.9	25.0	N/A	12.7	12.4	N/A	100.0	100.0	N/A
Museum ①	60.5	51.2	N/A	16.9	17.7	N/A	15.7	21.2	N/A	6.9	9.9	N/A	100.0	100.0	N/A
Nonprofit publication	62.4	77.0	N/A	3.7	7.0	N/A	19.0	11.3	N/A	14.9	4.7	N/A	100.0	100.0	N/A
Total Mail Received by Households	26,3	28.3	21.3	34.0	43.8	39.1	29.4	22.9	7.6	10.3	5.0	7.9	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Table A3-73 Nonprofit Standard Mail (A) Pieces Received Per Household Per Week Postal Fiscal Years 1987, 1999 and 2000

Income	1987	1999	2000
[< \$7K	0.8	0.5	1.3
\$ 7K - \$9.9K	1.3	0.8	1.5
\$ 10K - \$14.9K	1.4	1.3	1.5
\$ 15K - \$19.9K \$ 20K - \$24.9K	1.7	1,1	1.7
\$ 20K - \$24.9K	1.6 1.8	1.9	1.8
\$ 25K - \$29.9K	1.8	1.2	2.0
\$ 30K - \$34.9K	2.2	1.6	
\$ 35K - \$49.9K	2.3	1.5	2.2
\$ 50K - \$64.9K	2.6	1.8	2.4 3.3
\$ 65K - Over	3.8	2.7	3.3
Age of Head of Household	1987	1999	2000
18 - 24	0.5	0.4	0.5
25 - 34	1.1	0.8	0.6
35 - 44	1.8 2.3	1.3	1,2
45 - 54	2.3	2.0	1.9
55 - 64	2.5	2.3	2.4
65 - 69	2.8	2.6	2.8
70±	2.6	2.8	3.3
Education of Head of Household	1987	1999	2000
< 8th grade	1.1	0.9	1.4
Some High School	1.3	1.0	1.2
High School	1.5 1.8	1.3	1.8
Some College	1.8	1.8	2.2
Technical School	1.8 2.3	2.4 2.3	1.6
College	2.3	2.3	3.1
Post graduate	4.3	3.7	4.0
Type of Household	1987	1999	2000
One-person household	1.6	1.8	2.4 2.2
Male	1.2	1.8	
Female	1.8	1.9	2.6 2.4
One adult + minors ①	1.0	1.0 1.9	2.4
Male ①	1.0		2.5
Female ①	1,0	0.9	1.7
More than one adult without children	2.3	2.1	2.6
One-earner	2.3	2.3	2.2
Two-earner	1.9	1.8	2.3
More than one adult with children	1.8	1.5	1.9
One-earner	1.6	1.2	1.3
Two-earner	2.0	1.5	2.2

Employment of Respondent	1987	1999	2000
White collar professional	2.5	2.0	2.7
White collar sales/clerical	1.3	1.6	1.8
White collar craftsmen/mechanic	1.0	1.0	1.3
Service Worker	1,1	0.9	1.1
Other employed	1.2	1.5	1.7
Homemaker	1.8	1.7	2.9
Student	1.2	0.8	0.5
Retired	2.3	2.7	3.8
Other not employed	0.5	1.1	1.9
Type of Dwelling	1987	1999	2000
Single-family house	2.3	2.0	2.7
Multi-family house	1.5	1.2	1.4
Apartment	1.0	1.0	1.6
Hotel ①		-	-
Boarding house ①	0.4	-	-
Mobile house	1.2	1.1	1.1
Group quarters ①	2.6	<u> </u>	
Urbanicity	1987	1999	2000
Major metro area:			
Center	1.2	1.7	
Non-center	2.0	1.7	
Moderate-sized city	1.8	1.8	-
Suburb	2.4	2.2	
Small town	1.7	1.6	-
Rural	1.4	1.6	
Number of Adults		1999	2000
	1.5	1.7	2.1
2	2.0	1.8	2,5
3	2.2	2.1	2.5
4+	2.4	1.8	2.7

① Fluctuations may be due to small sample sizes.
Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

## Table A3-74 Percent of Nonprofit Standard Mail (A) Containing a Request for Donations by Age of Head of Household Postal Fiscal Years 1987, 1999 and 2000

Age Cohort		Percent		Piece	es Per House Per Week	ehold ***
_	1987	1999	2000	1987	- 1999	2000
18 - 24 ①	41.6	62.2	28.2	0.2	0.2	0.1
25 - 34	28.6	39.5	38.0	0.3	0.3	0.2
35 - 44	27.5	33.3	36.6	0.5	0.4	0.4
45 - 54	33.7	38.3	39.8	0.8	0.8	0.6
55 - 64	34.4	39.7	48.5	0.9	0.9	0.8
65 - 69	39.3	54.6	51.6	1.1	1.4	1.2
70+	40.7	55.8	57.9	1.1	1.6	1.5

① Fluctuations may be due to small sample sizes.

Table A3-75

Nonprofit Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces Received by Households)

Postal Fiscal Years 1987, 1999 and 2000

Treament	Previ	ous Cus	om <b>er</b> f	Qtgqr	ization l	1.5		nization Kristos	747			
	1987	1999	2000	1787	1999	2000	910018			MALO.	1999	
Read by member of household	68.0	62.2	54.9	36.4	32,3	33.2	24.7	22.9	25.8	49.5	45.2	38.0
Read by more than one member of household ②	N/A	12.9	12.5	N/A	10.6	6.5	N/A	3.6	4.4	N/A	10.5	7.8
Looked at	17.0	13.6	12.7	24.6	32.6	24.9	3 <u>5</u> .7	34.3	22.4	21.3	19.2	20.0
Discarded	4.5	6.4	9.9	20.3	20.4	28.8	29.9	35.1	40.6	10.5	12.4	26.4
Set Aside	9.0	3.7	9.7	7.6	3.3	6.1	8.5	3.3	6.4	7.6	3.4	7.4
Don't know/No answer	1.5	1.1	0.8	1.2	0.9	0.5	1.3	0.9	0.5	11.0	9.5	0.6
Total Total	100.0	100.0	100.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Includes pieces for which no response was given for familiarity with institution.

② This code was not presented n household diaries prior to 1992.

Table A3-76
Nonprofit Standard Mail (A) Response to Advertising by Familiarity With Organization
(If Piece Contained an Advertisement or Request for Donation and was from One Organization Only)
Postal Fiscal Years 1987, 1999 and 2000

Response	. Previ	ous Cust	omer	Orga	nizațion l	(nown	Organiz	ation No	i Known		Total O	
	1987	1999	2000	1987	1999	2000	1987	1999	2000+	1987	1999	2000
Yes	28.0	27.3	20.7	6.8	5.7	4.3	5.2	4.8	5.2	18.0	17.4	13.1
No	43.3	47.1	40.6	74.0	79.7	67.3	76.8	86.2	67.9	55 ?	58.1	47.6
Maybe	20.9	21.6	21.5	10.6	11.1	9.2	9.4	5.2	8.8	16.5	15.6	15.2
No Answer	7.8	4.1	17.2	8.7	3.5	19.2	8.5	3.9	18.1	10.4	9.0	24.1
Total	100.0	100.0	100.00	100.0	100.0	100.00	100.0	100.0	100.00	100.0	100.0	100.00
Pieces Per Household Per Week	0.6	0.7	1.3	0.3	0.3	0.5	0.2	0.1	0.3	1.1	1.3	2.4

<sup>1</sup> Includes pieces for which no response was given for familiarity with institution.

Table A3-77
Nonprofit Standard Mail (A) Treatment of Mail Piece by Shape
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

Tradition of the state of the s	-> Earlier	Size Ep	relopa s	Larg	r Than I							respectation and
	1987	1999	2000	<b>200</b>	100	2000	學的音樂		建筑 化水素	Julio	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	全位的独
Read by member of household	48.9	46.7	43.5	49.1	46.8	42.1	61.1	42.6	45.7	43.2	31.9	29.3
Read by more than one member of household ①	N/A	9.8	5.3	N/A	9.8	7.1	N/A	8.6	11.2	N/A	4.9	13.2
Looked at	22.8	19.8	17.1	23.1	21.3	18.6	12.7	21.1	17.7	24.9	28.8	14.7
Discarded	11.2	11.9	17.7	9.6	12.5	18.5	13.2	9.3	16.7	10.9	15.8	18.2
Set Aside	6.6	2.4	6.6	9.0	3.3	7.0	2.1	0.7	1.2	14.4	11.8	17.8
Don't know/No answer	10.5	9.4	9.7	9.3	6.3	6.8	10.9	17.8	7.5	6.5	6.8	6.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

		Flyers	1.10	Brak.	rwspape lagazine				
1 Headings	1987	1999	2000	1987	1999	2000	982		a tribit
Read by member of household	54.2	43.3	42.5	38.5	41.6	38.1	49.5	45.1	40.6
Read by more than one member of household ①	N/A	11.5	14.7	N/A	15.6	16.3	N/A	10.5	8.6
Looked at	21.1	17.1	13.4	11.1	14.0	7.2	21.3	19.2	15.2
Discarded	11.2	15.1	15.0	5.9	10.7	9.6	10.5	12.4	16.0
Set Aside	6.8	3.5	7.6	13.4	6.3	15.4	7.6	3.4	7.6
Don't know/No answer	6.7	9.5	6.8	31.2	11.8	13.5	11.0	9.5	12.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1)</sup> This code was not represented in household diaries proir to 1992.

Table A3-78

Nonprofit Standard Mail (A) Usefulness of Mail Piece by Shape
(Percentage of Mail Received by Households)

Postal Fiscal Years 1987, 1999 and 2000

<b>Úsef</b> úln <b>oss</b>	Letter	Size Env	elope	100 100 100 100 100	er Than L Envelope	2		Postcate		Cajalog	J.	Envelope
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	35.9	37.7	36.0	41.6	39.1	40.3	44.5	39.0	42.2	56.6	38.7	54.4
Interesting	24.7	22.8	16.0	27.7	25.4	20.3	22.1	15.7	12.9	21.2	31.6	20.2
Not Interesting	20.8	23.4	32.3	15.0	22.8	27.2	15.9	23.0	34.0	10.7	19.5	16.8
Objectionable	4.9	5.1	5.9	3.6	4.5	5.0	5.1	1.9	4.9	3.4	2.4	3.1
Don't know/No answer	13.8	11.0	9.9	12.1	8.2	7.2	12.4	20.4	6.0	8.0	7.8	5.6
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100 ∋	100.0

<b>Usef</b> ulness		Flyers		Newspo	pers/ Mo	gazines		Total	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Useful	56.6	49.1	50.5	45.9	56.7	58.3	43.8	42.2	41.9
Interesting	18.7	17.1	16.2	14.1	15.8	12.5	22.4	21.3	16.2
Not Interesting	13.7	19.4	22.7	5.5	12.7	12.2	16.4	21.3	25.6
Objectionable	2.7	3.7	3.2	2.1	1.7	2.4	3.8	4.2	4.5
Don't know/No answer	8.3	10.8	7.4	32.4	13.1	14.7	13.5	11.0	11.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-79

Nonprofit Standard Mail (A) Response to Advertising by Shape
(If Mail Piece Contained Advertising or Request for Donation)

Postal Fiscal Years 1987, 1999 and 2000

Response & 177. S			elope	Long	er Than I E waldpa	aller			<b>7</b> ( 1990 )	18 F 18 L		3.44
	HILLER	1990	2000	1987		2000	18 2 To	MOTO		TO CA	SULIVA	图图 计
Yes	19.7	20.2	24.4	17.6	17.4	25.5	14.6	8.3	36.9	18.2	10.0	22.9
No	52.0	55.3	44.8	60.0	62.6	47.1	59.3	51.3	42.2	52.0	67.7	41.4
Maybe	16.8	17.2	11.6	15.1	14.1	12.7	19.9	16.8	10.8	24.1	12.4	27.4
No Answer	11.5	7.3	19.3	7.4	5.9	14.7	6.3	23.5	10.0	5.9	9.9	8.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	0.7	1.0	0.2	0.3	0.4	0.0	0.0	0.1	0.1	0.0	0.1

Besponse		Flyers		10 M 10 M 24 24	ewspaper Magazines	v		Total O	
A STATE OF THE STA	劉 987	1999	2000	1987	1999	2000	1987	1999	Service.
Yes	12.6	10.4	44.7	9.8	11.2	48.1	18.0	17.3	29.4
No	64.5	64.5	32.7	54.3	54.0	23.9	55.2	58.1	39.5
Maybe	13.6	12.8	11.3	13.6	13.5	10.4	16.5	15.6	12.9
No Answer	9.3	12.3	11.3	22.3	21.3	17.6	10.4	9.0	18.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.2	0.4	0.0	0.1	0.2	1.2	1.3	2.4

① Total includes pieces for which no response was given as to shape.

Table A3-80
Nonprofit Standard Mail (A) Reaction by Industry
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

		14 14 14 14 14				Per	cent		zah.	93 TE 1		
Industry	Rea	d Immedi	ately		Set Aside		Fo	ound Use	ful	Wi	il Respon	<u> </u>
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Medical	46.3	52.2	45.2	8.1	1.9	5.7	46.1	42.6	50.9	13.4	8.9	4.7
Union/Professional	50.1	64.9	48.2	8.5	4.7	6.4	51.6	54.6	48.6	18.4	15.3	8.2
Church	64.0	64.6	46.0	6.9	5.0	9.1	59.2	57.1	59.5	25.2	26.2	12.7
Veterans	56.0	58.8	54.0	9.5	2.0	6.0	44.3	38.0	51.6	22.6	21.4	18.2
Educational	48.0	48.8	43.3	7.0	4.2	10.5	49.1	44.1	53.0	1 -	11.6	6.8
Charities	44.6	57.9	40.4	7.2	2.1	6.6	28.3	34.7	31.2	17.7	17.0	10.1
Political	40.6	45.7	36.9	6.1	4.5	10.9	31.8	34.9	32.2	20.0	22.8	6.8
AARP ②	46.1	62.4	N/A	10.7	2.8	N/A	40.9	50.5	N/A	13.6	17.9	N/A
Museum ②	53.6	49.2	N/A	8.4	7.6	N/A	44.3	46.5	N/A	12.5	16.5	N/A
Nonprofit Publications	39.8	53.2	N/A	8.8	1.9	N/A	39.3	41.5	N/A	12.8	13.6	N/A
Total Mail Received by Households	49.5	55.6	44.9	7.6	3.4	7.9	43.8	42.2	46.7	18.0	17.3	9.6

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.



#### **Appendix A4: Direct Mail Advertising**

Total Pieces of Advertising Mail® Received Per Week By Income Postal Fiscal Years 1987, 1999 and 2000 Table A4-1

		Indar \$7k			7K - 50 0	 	LS	NK - 514	4 9K	S	5K - \$19.9K	) X
Type of Ad Mail	1987	1999	2000	1987	18	2000	1987	1995	2000	1987	199	2000
First-Class:										Š		0
Advertising alone	0.3	0.0	0.8	0.5	9.0	6.0	0.7	0.5	_	0.7	8.0	6.0
Stuffers	0.4	0.5	N/A	0.6	0.4	A/A	0.8	0.9	∀/Z	0.9	1	N/A
Business invitation/announcements	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.3	0.2	0.2	0.3	0.4
Total First-Class @	0.8	1.1.1	0.	1.2	1.2	1.0	1.6	1.7	1.3	8	1.9	1.3
Standard Mail (A):												į
Commercial (regular and carrier route)	3.8	4.0	3.6	5.2	4.4	3.4	5.8	5.2	4 4	6.4	5.4	5.0
Nonprofit	6.0	I 0.5 I	0.5	1.5	0.7	9.0	1.5	1.3	0.7	1.9		0.7
Total Standard Mail (A)	4.7	4.5	4 1	6.7	5.1	4.0	7.3	6.5	5.1	8.3	6.5	5.7
Total Advertising @	5.5	6.2	5.1	7.9	6.3	5.0	8.9	8.2	6.4	10.1	8.4	7.0
	63	163 40	70	635K	6.30	70	KANK	624	XO	4562	073	χo
Type of Ad Mail	1987	1999	2000	1987	666	2000	1987	666	2000	1987	666	2000
First-Class						1						
Advertising alone	90	0.7	1.	8.0	1.2	9.1	1.0	1.3	9' [	1.1	1.5	1.7
Sinflere		6.0	X/N	1.2	1.3	A/N	4.	1.4	A/N	1.7	1.4	N/A
Business invitation/announcements	0.2	0.2	0.3		0.4	0.3	0.4	0.4	0.3		0.5	0.4
Total First-Class @	6.1	2.1	1.8	2.2	2.9	6.1	2.8	3.1	6"1	3.2	3.4	2.1
I=									]	- 1	- 1	- 1
Commercial (regular and carrier route)	9.9	5.4		7.9	6.4	7.1	8.7	6.9	_ <del> </del>	9.5	8.2	8.5
Nonprofit	17	1.9	0.8		1.2	800	2.3		8.0	2.5	- 1	
Total Standard Mail (A)	8.3		6.7	v				8.4	- 4	0.21	9.6	2
Total Advertising @	10.2	9.4	8.5	12.0	10.5	9.8	13.8	11.5	9.8	15.2	13.0	11.4
	6	7.0	24	7.0	-	1	407		100		ETONK O	ļ
Type of Ad Mail	7801	1999	2000	1987	1999	2000	1987	<u>, 6</u>	2000	1987		2000
First-Class:		1										
Advertising alone	<u>5</u> 1	1.7	1.9	2.1	2.5	2.2	2.4	2.0	2.4	2.4		3.5
Stuffers	6 1	1.6	N/A	2.0	2.1	A/A	2.3	8	N/A	26.0		N/A
Business invitation/announcements	0.4	0.5	- 4	0.4		0.5	90	0.8	- 1	0.7	6.0	0.8
Total First-Class @	3.8	3.8	2.4	4.5	5.3	2.7	5.3	4.6	3.0	5.7	0.9	4.3
Standard Mail (A):						٠,						- 1
Commercial (regular and carrier route)	10.9	9.8	8	14.8	11.2	10.4	14.7	12.3	12.6	$\sim$ i	4.8	4 α
Nonprofit	2.7	1.9	3	3.5		1.5		2.4	ΥĮ	8.4	3.0	2.7
Total Standard Mail (A)	13.6		0.0	18.3	13.9	11.9			14.2	20.1		~.l-
Total Advertising @	17.4	15.5	12.5	22.8	19.2	14.6	24.2	19.3	17.2	25.8	23.8	21.3

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.
 ② Total First-Class and total advertising are over-reported because some stuffers are counted twice.
 Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-2 Total Pieces of Advertising Mail® Received Per Week by Age of Household Head Postal Fiscal Years 1987, 1999 and 2000

T ( A   A   -1)	T	18 - 21			22 - 24		]	25 - 34	
Type of Ad Mail	1987	1999	2000	1987	1999	2000	1987	1999	2000
First-Class:									
Advertising alone	0.4	0.9	0.9	0,3	0.8	1.1	0.7	1.2	1.4
Stuffers	0.8	0.5	N/A	0.7	_0.8	N/A	1.1	1.1	N/A
Business invitations/announcements	0.1	0.3	0.2	0.1	0.3	0.3	0.2	0.5	0.4
Total First-Class ②	1.3	1.7	1.1	1.1	1.9	1.4	2.0	2.8	1.8
Standard Mail (A):									
Commercial	3.7	4.0	2.8	3.2	4.0	3.6	6.6	6.3	6.7
Nonprofit	0.6	0.5	0.4	0.5	0.3	0.4	1.2	0.8	0.8
Total Standard Mail (A)	4.3	4.5	3.2	3.7	4.7	4.0	7.8	7.1	7.5
Total Advertising ②	5.6	6.2	4.3	4.8	7.2	5.4	9.8	9.9	9.3

T	T	35 -44			45 - 54			55 - 64	
Type of Ad Mail	1987	1999	2000	1987	1999	2000	1987	1999	2000
First-Class:									
Advertising alone	1.0	1.7	1.9	1.2	1.8	2.2	ווו	1.6	2.1
Stuffers	1.3	1.5	N/A	1.3	1.6	N/A	1.4	1.5	N/A
Business invitations/announcements	0.3	0.7	0.4	0.4	0.6	0.5	0.3	0.5	0.5
Total First-Class ②	2.6	4.0	2.3	2.9	4.0	2.7	2.8	3.6	2.6
Standard Mail (A):									
Commercial	8.3	9.7	8.4	8.9	9.8	9.3	9.8	10.0	9.7
Nonprofit	1.9	1.5	1.1	2.4	2.0	1.3	2.7	2.3	1.3
Total Standard Mail (A)	10.2	11.2	9.5	113	11.8	10.6	12.5	12.3	11.0
Total Advertising ②	12.8	15.2	11.8	14.2	15.8	13.3	15.3	15.9	13.6

T f A d A4 - tl		65 - 69			70+	
Type of Ad Mail	1987	1999	2000	1987	1999	2000
First-Class:						
Advertising alone	1.0	1.4	1.7	0.7	1.0	1.5
Stuffers	1.2	1.4	N/A	0.9	1.2	N/A
Business invitations/announcements	0.4	0.4	0.4	0.2	0.4	0.4
Total First-Class @	2.6	3.2	2.1	1.8	2.6	1.9
Standard Mail (A):						
Commercial	8.2	9.2	8.9	7.6	8.2	8.0
Nonprofit	2.9	2.6	1.4	2.8	2.8	1.4
Total Standard Mail (A)	11_1_	11.8	10.3	10.4	11.0	9.4
Total Advertising ②	13.7	15.0	12.4	12.2	13.6	11.3

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Total First-Class and total adevertising are over-reported because some stuffers are counted twice.

Table A4-3

Total Pieces of Advertising Mail® Received Per Week by Education of Head of Household

Postal Fiscal Years 1987, 1999 and 2000

	<i>√</i> , √. ≺	8th Grad	e	Som	e High Sc	hool	- L	ligh Scho	ol	Some College		
Type of Ad Mail	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
First-Class:												
Advertising alone	0.5	1.0	1.2	0.7	1.0	1.4	0.7	1.2	1.4	0.9	1.5	1.9
Stuffers	0.5	0.5	N/A	0.7	0.9	N/A	1.0	1.1	N/A	1.3	1.4	N/A
Business invitation/ announcements	0.1	0.2	0.1	0.1	0.3	0.2	0.2	0.4	0.3	0.3	0.5	0.4
Total First-Class ②	1.1	1.7	1.3	1.5	2.2	1.6	1.9	2.7	1.7	2.5	3.4	2.3
Standard Mail (A): Commercial	5.0	4.8	4.0	5.6	5.5	5.5	7.0	6.8	5.9	7.9	8.5	7.4
Nonprofit	1.2	0.9	0.5	1.5	1.0	0.4	1.6	1.3	0.8	2.2	1.7	10
Total Standard Mail (A)	6.2	5.7	4.5	7.1	6.5	5.9	8.6	8.1	6.7	9.9	10.2	8.4
Total Advertising ②	7.3	7.4	5.8	8.6	8.7	7.5	10.5	10.8	8.4	12.4	13.6	10.7

	7 1. 44 1	Tech School	ol .		College		Post Graduate			
Type of Ad Mail	1987	1999	2000	1987	1999	2000	1987	1999	2000	
First-Class:										
Advertising alone	0.9	1.4	1.5	1.2	1.9	2.0	1.5	2.3	2.3	
Stuffers	1.1	1.3	N/A	1.6	1.8	N/A	2.1	2.3	N/A	
Business invitation/announcements	0.3	0.4	0.4	0.4	0.6	0.5	0.6	1.0	0.6	
Total First-Class @	2.3	3.1	1.9	3.2	4.3	2.5	4,2	5.6	2.9	
Standard Mail (A): Commercial	7.8	9.3	9.5	9.9	10.4	10.2	11.8	13.5	11.7_	
Nonprofit	1.9	2.4	0.8	2.6	2.2	1.6	2.1	3.7	2.0	
Total Standard Mail (A)	9.7	11.7	10.2	12.6	12.6	11.8	16.3	17.2	13.6	
Total Advertising ②	12.0	14.8	12.1	15.8	16.9	14.3	20.5	22.8	16.5	

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Total First-Class and total adevertising are over-reported because some stuffers are counted twice.

Table A4-4

Total Mail Overview: Treatment of Advertising Mail by
Actual Weekly Standard Mail (A) Receipt

(Percentage of Households -- from Entry Interview)
Postal Fiscal Years 1987, 1999 and 2000

	Actual Standard Mail (A) Pieces												
Treament	Sind to	0-7			8 - 10	TOTAL TO		11 - 12					
	1987	1999	2000	1987	1999	2000	1987	1999	2000				
Usually read	23.9	15.5	14.1	19.4	10.7	13.7	20.0	6.8	11.7				
Usually scan	39.6	35.0	41.4	40.4	34.9	41.4	42.6	44.4	44.2				
Read Some	26.4	36.4	24.5	30.4	39.4	30.0	30.0	32.9	32.2				
Usually don't read	9.8	12.6	19.3	9.6	14.3	14.9	7.4	14.7	11.8				

The sale of the sa	TO A CONTRACTOR			Actual Sta	andard Mai	(A) Pieces	elegajes valgesjo		s Algebra
Treatment		13 - 15			16 - 17			18+	
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	16.0	7.1	10.4	12.9	6.1	6.2	11.5	9.6	10.0
Usually scan	46.3	31.3	46.2	42.6	36.2	45.6	41.3	41.8	39.6
Read Some	28.5	46.5	25.7	34.8	47.5	34.1	39.1	39.2	35.9
Usually don't read	9.2	15.0	17.4	9.2	10.3	13.4	7.9	9.1	14.4

## Table A4-5 Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

* Intended Response		First-Class (	D .	Sta	ndard Mail (A	() (2)	Standard Mail (A) Nonprofit @			
milianoso kesponse	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Will respond	11.1	14.5	11.3	14.6	12.4	10.1	17.9	17.3	12.2	
May respond	10.3	7.8	12.9	20.0	13.5	16.3	16.4	15.6	14.2	
Won't respond	58.4	59.7	65.5	58.6	61.2	48.6	55.1	58.1	44.4	
Don't know/No answer	19.8	18.0	10.3	6.9	12.8	24.9	10.4	9.0	29.3	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

① Includes both advertising only and advertising stuffer enclosed mail.

② Standard Mail (A) and Nonprofit Standard Mail (A) include request for donations.

## Table A4-6 Response Rates To Advertising: First-Class Advertising Only vs. Standard Mail (A) Envelopes and Cards® (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

	1.	987	15	999	2000		
Industry	First	Standard Mail (A)	First	Standard Mail (A)	First	Standard Mail (A)	
Financial:							
Credit card	5.8	8.0	. 8.1	7.0	10.3	9.2	
Bank	8.0	8.9	10.9	7.0	11.6	9.6	
Securities broker	14.3	9.0	10	13.1	19.3	10.8	
Money Market*	9.8	5.3	2.4	18.1	20.1	16.1	
Insurance Company	8.9	6.6	18.6	7.2	12.1	8.8	
Mortgage*	4.7	3.5	14.4	5.7	8.3	6.0	
Merchants:		· · · · · · · · · · · · · · · · · · ·					
Department store	9.5	12.0	13.0	20.1	35.4	45.1	
Mail order	13.5	15.4	13.8	13.7	28.8	38.1	
Other store	13.1	12.8	13.6	27.8	27.6	38.6	
Publisher	19.6	18.7	23.4	17.0	21.3	23.2	
Land promotion*	10.6	2.9	7.5	0.0	12.0	9.6	
Restaurant*	2.2	15.9	31.9	11.3	N/A	N/A	
Consumer packaged goods*	16.1	28.7	20.4	21.3	N/A	N/A	
Auto dealers*	4.1	7.2	4.4	20.8	N/A	N/A	
Services:							
Telephone	6.7	15.1	16.8	10.7	15.0	13.7	
Other Utility*	8.0	12.7	16.4	7.0	14.7	20.2	
Medical	21.2	10.2	29.4	14.8	16.3	13.3	
Other professional*	20.7	14.3	20.9	5.0	18.8	9.2	
Leisure service	16.8	8.7	19.9	7.0	28.1	22.2	
Cable TV	7.8	13.4	11.3	20.7	18.4	12.4	
Computer	8.1	15.8	6.2	8.5	18.7	16.0	
Social/Charitable/Political/Nonprofit ②	20.4	18.5	29.5	16.1	21.0	19.6	
Total Percentage of "Will Respond" to Advertising Pieces	13.4	15.1	14.5	12.8	20.2	251	

① All Standard Mail (A) percentages are based on Standard Mail (A) except social/charitable/political /nonprofit which is based on Standard Mail (A) nonprofit

<sup>2</sup> Includes medical nonprofit mail after 1992.

<sup>\*</sup> Fluctuations may be due to small sample sizes

Table A4-7
Total Mail Overview: Treatment of Advertising Mail by
Perceived Volume of Pieces Received Per Week
(Percentage of Households -- From Entry Interview)
Postal Fiscal Years 1987, 1999 and 2000

	01~6			8 7 9	seces		<b>g-</b> ≯			E - 0		InemiperT
2000	6661	7891	S000	666L	7861	2000	6661	Z861	<b>₹2000</b>	: 6661	£ 1861	
611	12.5	Z.21	£.81	13.4	50.9	6.91	0.71	8.42	1.12	1.82	31.0	Usually read
2,14	9.98	£.08	39.4	7.98	42.4	42.3	9.68	3.85	39.7	35.7	S.0₄	nenally scan
8.08	41.3	8.9	59.0	1.95	9.25	2.22	6.92	6.72	S.81	74.4	1.22	some some
2.81	9.6	2.41	5.51	5.01	0.11	£.21	1.5.1	1.6	2.81	0.51	<b>č.</b> 9	Jsually don't read

e eftermine			COS	eiq bevie:	)Te1		描译性证		
	+17			19 - 50			si-li-	waki a	* * fremicerT
2000	6661	789 L	5000	6661	√86L	2000	6661	Z861	
9.8	9.6	8.01	۷.9	7.8	8.51	0.11	Þ.T	15.3	Jsnally read
37.3	3.25	39.9	£.9E	1.24	6.0⊁	2.54	7.25	42.0	Jenally scan
32.7	p.74	1.85	3.95	0.85	0.48	9.18	7.24	£.4£	yeaq sowe
21.3	8.21	12.0	9.02	15.9	1.11	2.41	1,11	£.8	Jsnally don't read

Table A4-8
Entry Interview Treatment of Advertising Mail by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

	T	Under \$7k	<del></del>		7K - \$9.9	K	\$1	OK - \$14.	9K	\$15K - \$19.9K		
Treatment	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	31.1	28.5	21.0	26.7	21.6	18.2	26.4	20.2	19.0	22.9	15.7	20.1
Usually scan	32.9	36.6	29.0	37.5	26.7	34.9	37.1	35.6	37.9	38.1	35.2	33.9
Read some	22.7	21.4	18.3	25.3	30.7	23.1	28.7	33.8	18.8	30.4	35.8	24.4
Usually don't read	8.7	13.5	17.8	9.7	18.0	18.8	7.2	9.0	17.0	7.3	11.0	16.6
Don't know/No answer	0.7	0.0	2.3	0.1	0.8	0.0	0.0	0.3	0.7	0.5	0.5	0.6
Received no advertising	3.9	0.0	11.8	0.7	2.4	4.9	0.6	1.2	6.6	0.8	1.9	4.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	\$2	20K - \$24.	9K	\$2	25K - \$29.	9K	\$3	30K - \$34.	9K	\$3	<u> 5K - \$49.</u>	9K
Treatment	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	16.8	12.6	16.8	19.7	13.0	12.6	16.9	13.3	12.6	16.2	12.0	12.6
Usually scan	44.8	38.1	42.2	44.4	36.3	37.4	46.1	37.9	37.4	42.8	35.7	41.8
Read some	27.3	37.0	25.0	27.5	36.9	30.3	26.9	38.7	30.3	34.4	38.5	27.3
Usually don't read	10.6	10.2	12.8	8.6	13.1	15.8	9.4	9.0	15.8	<b>6</b> .0	<u>13.</u> 1	15.4
Don't know/No answer	0.0	0.0	0.7	0.1	0.7	0.4	0.0	0.9	0.4	0.2	0.0	0.5
Received no advertising	0.5	2.0	2.5	0.1	0.0	3.5	0.8	0.3	3.5	0.3	0.7	2.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

-	\$50K - \$64.9K			\$6	55K - \$79.	9K	\$8	30K - \$99.	9K	\$100K Over			
Treatment	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Usually read	14.2	11.3	11.6	8.9	6.8	9.9	8.2	9.0	8.8	10.2	6.8	6.8	
Usually scan	41.1	36.5	41.8	38.3	36.8	40.1	55.4	41.4	43.7	34.1	50.5	36.1	
Read some	33.9	40.2	28.7	29.3	45.8	30.9	32.4	33.2	31.1	42.6	29.8	34.3	
Usually don't read	0.0	11.6	16.3	23.5	10.2	17.9	4.0	16.3	16.1	13.1	13.0	22.2	
Don't know/No answer	0.4	0.3	0.6	0.0	0.5	0.3	0.0	0.1	0.2	0.0	0.0	0.1	
Received no advertising	2.8	0.4	1.0	0.0	0.0	0.9	0.0	0.2	0.6	0.0	0.0	0.4	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-9
Entry Interview Treatment of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

Treatment	1987	1999	2000
Usually read	19.6	12.4	13.2
Usually scan	40.4	36.3	38.3
Read some	29.6	38.2	27.0
Usually don't read	9.1	12.6	17.3
Don't know/No answer	0.2	0.5	0.6
Received no advertising	1.0	0.6	3.5
Total	100.0	100.0	100.0

### Table A4-10 Entry Interview Attitude Towards Mail Advertising (Percentage of Households) Postal Fiscal Years 1987, 1999 and 2000

Attitude	1987	1999	2000
Wish got less	30.4	50.0	52.9
Don't mind getting some	62.5	42.2	37.0
Want more	5.6	6.7	5.8
Don't know/No answer	0.34	1.1	0.8
Received no advertising	1.0	0.6	3.5
Total	100.0	100.0	100.0

Table A4-11

Total Mail Overview: Attitude Towards Mail Advertising by Perceived Volume of Pieces Received Per Week (Percentage of Households - from Entry Interview)

Postal Fiscal Years 1987, 1999 and 2000

	Perceived Pieces												
Attitude		0 - 3			4 - 5	= *		6 - 8	图 54 图 (C. )		9 - 10		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Wish got less	21.5	31.4	41.8	22.6	36.3	49.4	29.2	44.3	50.3	36.5	48.0	57.4	
Don't mind getting as long as some are interesting	67.3	57.4	46.6	69.8	53.7	43.3	65.4	45.6	43.4	55.0	43.6	35.8	
Want more	10.1	9.3	10.2	7.2	9.6	7.1	4.6	9.3	5.9	8.5	7.1	6.3	

	Perceived Pieces											
Altitude		11 - 15			16 - 20			21+				
	1987	1999	2000	1987	1999	2000	1987	1999	2000			
Wish got less	32.8	60.0	57.1	30.7	63.9	64.5	46.5	74.5	66.7			
Don't mind getting as long as some are interesting	63.3	35.1	37.4	56.9	30.4	32.7	49.6	22.8	30.0			
Want more	3.7	4.3	5.3	4.3	4.3	2.4	3.4	2.1	3.2			

Table A4-12

Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly

Standard Mail (A) Receipt of Advertising Mail

(Percentage of Households - from Entry Interview)

Postal Fiscal Years 1987, 1999 and 2000

	Actual Standard Mail (A) Pieces												
Attitude	:	0 - 7	0 - 7		8 - 10		11 - 12						
	1987	1999	2000	1987	1999	2000	1987	1999	2000				
Wish got less	27.1	40.2	48.1	29.8	58.5	54.3	34.8	58.0	53.8				
Don't mind getting as long as some are interesting	63.9	49.9	43.8	65.7	34.5	37.7	61.5	37.2	41.8				
Want more	8.4	8.6	7.8	4.2	5.5	7.5	3.0	4.7	3.9				

	Actual Standard Mail (A) Pieces											
Attitude		13 - 15			16 - 17		18+					
	1987	1999	2000	1987	1999	2000	1987	1999	2000			
Wish got less	30.2	64.5	55.8	44.1	62.5	58.2	37.1	64.5	63.4			
Don't mind getting as long as some are interesting	66.7	31.2	39.9	54.5	31.7	38.7	60.0	31.3	32.9			
Want more	3.0	3.7	4.0	1.5	4.1	2.7	2.6	3.6	3.6			

Table A4-13

Entry Interview Attitude Towards Mail Advertising by Household Income
(Percentage of Households)

Postal Fiscal Years 1987, 1999 and 2000

	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
Attitude	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	32.1	27.5	42.4	30.0	42.9	46.3	25.1	38.1	46.6	28.5	37.0	45.9
Don't mind as long as some are interesting	52.6	45.6	35.7	64.4	42.9	38.9	64.5	50.0	37.1	63.3	51.9	411
Want more	10.8	25.7	8.2	4.7	9.5	9.0	8.2	9.5	9.0	6.8	7.4	7.8
Don't know/No answer	0.6	1.2	2.0	0.2	2.4	0.9	1.5	1.2	0.7	0.5	1.9	0.8
Received no advertising	3.9	0.0	11.8	0.7	2.4	4.9	0.6	1.2	6.6	0.8	1.9	4.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude		\$20K - \$24.9K			\$25K - \$29.9K			OK - \$34	.9K	\$35K - \$49.9K		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	23.8	41.2	52.7	26.3	43.2	47.8	29.9	46.8	47.8	29.9	48.6	51.6
Don't mind as long as some are interesting	68.5	47.1	36.8	68.8	49.4	42.6	63.5	49.0	42.6	65.6	44.5	39.8
Want more	7.0	7.9	7.8	4.7	6.5	5.9	5.8	3.8	5.9	3.8	5.3	5.7
Don't know/No answer	0.2	1.8	0,2	0.1	1.0	0.3	0.0	0.0	0.3	0.3	1.0	0.4
Received no advertising	0.5	2.0	2.5	0,1	0.0	3.5	0.8	0.3	3.5	0.3	0.7	2.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	\$50K - \$64.9K			\$65K - \$79.9K			\$80	OK - \$99	.9K	\$100K - Over		
Attitude	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	31.7	11.3	56.1	41.9	57.0	57.1	45.4	55.0	57.2	39.2	62.7	63.7
Don't mind as long as some are interesting	65.2	36.5	36.8	57.6	37.5	39.0	54.0	38.5	38.5	59.6	29.8	32.1
Want more	2.8	40.2	5.6	0.5	5.4	2.6	2.6	5.1	3.2	1.3	5.1	3.7
Don't know/No answer	0.0	11.6	0.6	0.0	0.1	0.5	0.0	1.4	0.6	0.0	2.3	0.1
Received no advertising	0.4	0.3	1.0	0.0	0.0	0.9	0.0	0.2	0.6	0.0	0.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-14
Attitude Towards Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

en de la companya de	18 - 21				22 - 24			25 - 34		35 - 44		
Attitude	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	10.9	27.7	42.7	15.6	35.7	36.6	19.8	41.5	43.8	28.6	46.9	50.9
Don't mind as long as some are interesting	72.5	62.9	32.6	67.6	52.7	52.7	69.8	48.4	41.7	64.7	43.2	39.4
Want more	10.7	9.4	16.5	16.0	9.5	6.2	9.0	8.4	8.5	5.0	7.5	5.8
Don't know/No answer	0.0	0.0	0.4	0.2	2.1	0.2	0.3	1.1	0.5	0.8	1.5	0.4
Received no advertising	5.9	0.1	7.9	0.7	0.3	4.2	1.1	0.7	5.5	0.9	0.7	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	-1 (3%-1)	45 - 54			55 - 64	dan in		65 - 69	4.12.		70+	
Attitude in the second of the	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	35.4	52.1	56.9	34.8	55.9	58.4	39.9	51.8	58.9	41.8	57.5	59.1
Don't mind as long as some are interesting	60.2	39.7	36.5	60.1	38.1	32.9	55	43.5	33.4	54.8	35.9	32.1
Want more	3.7	6.9	4.6	3.3	5.4	4.9	3.3	2.5	3.9	2.5	5.1	3.9
Don't know/No answer	0.3	0.8	0.3	0.7	0.7	0.8	0.0	1.6	1.2	0.5	0.5	1.4
Received no advertising	0.4	0.4	1.6	1.0	0.1	2.9	1.9	0.7	2.6	0.8	1.1	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A4-15
Entry Interview
Attitude Towards Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

Attitude	9 (9 A) A	18 - 210			22 - 24			25 - 34	5, 1	35 - 44		
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	39.4	13.7	12.4	21.1	9.5	8.7	20.3	12.2	12.3	17.7	12.9	12.1
Usually scan	38.8	31.7	35.6	46.7	39.2	40.4	41.4	37.7	37.4	40.8	34.8	38.6
Read some	12.6	30.9	20.6	24.8	36.3	24.2	30.7	35.1	25.9	30.8	41.1	29.4
Usually don't read	3.2	19.8	20.6	6.7	14.2	21.7	6.3	14.2	18.5	9.8	10.1	15.7
Don't know/No answer	0.2	0.8	3.0	0.0	0.8	0.7	0.3	0.1	0.4	0.0	0.3	0.7
Received no advertising	1.0	3.7	7.9	0.7	0.3	4.2	1.1	0.7	5.5	0.9	0.7	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	A high	45 - 54			55 - 64	and a second		65 - 69	and and a		70+	in the same
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	17	10.8	11.8	19.7	12.3	14.5	23.6	10.2	16.1	19.5	16.0	16.5
Usually scan	41.3	38.1	40.4	39.4	37.9	37.5	37.9	36.8	42.5	38.2	31.6	36.4
Read some	31.9	38.6	28.9	28.2	36.5	27.2	26.4	41.9	25.4	30.0	35.3	25.6
Usually don't read	9.2	11.9	16.9	11.6	12.6	17.4	9.4	10.4	12.8	11.8	15.1	17.6
Don't know/No answer	0.3	0.1	0.5	0.0	0.8	0.5	0.7	0.0	0.5	0.0	0.7	0.4
Received no advertising	0.4	0.4	1.6	1.0	0.1	2.9	1.9	0.7	2.6	0.6	1.1	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

 $<sup>\</sup>ensuremath{\mathbb{O}}$  Fluctuations may be due to small sample sizes.

# Table A4-16 Entry Interview Attitude Towards Mail Advertising by Education of Head of Household (Percentage of Households) Postal Fiscal Years 1987, 1999 and 2000

Attitude	e a . <b>&lt;</b>	8th Gra	de 💛	Some	High S	chool	High S	chool G	raduate	So	Some College	
Allode	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	34.2	47.5	44.9	28.8	41.1	44.4	26.2	44.3	49.5	28.6	52.9	51.5
Don't mind as long as some are interesting	56.4	36.3	38.9	59.2	47.1	36.9	66.5	46.8	38.6	64.7	39.1	38.9
Want more	5.3	12.6	6.7	8.5	9.3	6.7	6.1	7.7	6.9	5.0	5.7	6.3
Don't know/No answer	2.1	0.9	2.8	0.7	1.5	1.9	0.3	0.7	0.6	0.8	1.4	0.4
Received no advertising	2.1	2.7	6.7	2.9	1.4	10.1	0.9	0.5	4.5	0.9	0.7	2.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attifude	A District	ech Scho	ol 🖟 🏥		College		Po	st Gradu	ate
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Wish got less	29.9	48.7	47.4	35.1	54.3	59.7	36.9	66.1	62.3
Don't mind as long as some are interesting	64.4	46.7	42.6	61.1	39.6	34.1	59.7	29.0	33.1
Want more	4.3	12.2	8.0	3.2	4.7	4.1	2.9	3.2	3.3
Don't know/No answer	0.5	2.0	0.0	0.3	0.9	0.6	0.3	1.7	0.4
Received no advertising	0.9	0.0	2.0	0.3	0.6	1.5	0.3	0.0	0.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A4-17
Entry Interview
Treatment of Advertising Mail by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

		8th Grad	8	Som	e High Sc	hool	4 2 2 1	High Schoo	ol l	S	ome Colle	ge
Attitude	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Usually read	29.2	23.2	17.9	24.6	20.2	18.3	23.5	14.1	17.1	17.6	11.7	12.9
Usually scan	37.0	33.0	26.7	33.0	30.8	31.3	42.4	35.4	37.5	39.9	35,7	42.2
Read some	22.0	23.1	26.7	27.8	34.3	23.5	26.2	38.9	23.8	30.8	36.8	25.2
Usually don't read	9.0	18.1	20.7	11.8	13.2	15.3	7.0	10.5	16.4	10.8	14.7	16.4
Don't know/No answer	0.7	0.0	1.4	0.0	0.4	1.6	0.1	0.5	0.7	0.3	0.2	0.5
Received no advertising	2.1	2.7	6.7	2.9	1.4	10.1	0.9	0.5	4.5	0.6	0.7	2.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

12. 14. 多元,整理、数多行的	Tech School				College		Post Graduate			
Attitude	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Usually read	18.5	13.6	12.4	12.2	7.5	8.0	8.9	3.3	8.1	
Usually scan	39.9	42.2	45.6	43.5	36.2	40.0	41.9	43.7	36.5	
Read some	31.6	33.1	27.2	34.6	43.1	31.2	28.3	39.2	34.7	
Usually don't read	8.9	11.1	12.8	9.1	12.3	19.1	10.5	13.2	19.6	
Don't know/No answer	0.1	0.0	0.0	0.3	0.2	0.2	0.0	0.6	0.3	
Received no advertising	0.9	0.0	2.0	0.3	0.6	1.5	0.3	0.0	0.9	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



#### **Appendix A5: Periodicals**

#### Table A5-1 Periodicals Received Postal Fiscal Years 1987, 1999 and 2000

Periodicals	1987	1999	2000
Percent of Periodicals which are sent to Households	75.3	53.8	70.1
Pieces per household per week	1.69	1.03	1.32

#### Table A5-2 Periodicals -- Type of Publication Postal Fiscal Years 1987, 1999 and 2000

Type of Publication	71 <b>9</b> 1	entage Rece	bevi	e¶ assei¶	blodesuoH 1	Per Week
		6 <u>6</u> 61	5000	. <b>1861</b>	6661	2000
emzbabetz:						
aily Newspaper	<b>2</b> .8	8.8	S. T	61.0	90.0	<b>1</b> 1.0
eekly Newspaper	4.81	Þ.7	1.8	6.0	<b>⊅</b> 1.0	S 1 'O
тһег Мемѕрарег	6.4	2.2	8.2	11.0	<b>\$0.0</b>	50.0
Total Newspapers	8.62	15.9	5.81	9.0	62.0	0.34
sənizogo:	<u> </u>					
eekly Magazine	L'LL	6.7	12.3	92.0	81.0	62.0
outply Magazine	2.72	21.3	32.4	19'0	14.0	19.0
Hher Magazine	ל ל	5.9	6.8	ι.0	0.13	0.13
Total Magazines	7.24	Z.2E	9.18	96'0	69'0	Z6 <sup>°</sup> 0
нрег	1.5	Σ.Δ	A/N	Z0 <sup>0</sup> 0	80.0	∀/N
on't Know/no answer	7.2	0.1	A/N	90.0	20.0	A/N
Total Periodicals Received by Households	£.27	8.62	1,07	69 <sup>°</sup> l	£0.1	1.32
Total Periodicals Received by Non-Households	7.62	2.94	56.9	-	-	-

Table A5-3
Newspapers Received by Mail and Not by Mail -- Number of Different Newspapers Per Household
(From Entry Interview)
Postal Fiscal Years 1987, 1999 and 2000

			Distributi	on Method		
Frequency		By Mail			Not By Mai	1
	1987	1999	2000	1987	1999	2000
Daily (7-day)	0.06	0.04	0.20	0.57	0.46	0.61
Daily (5-6 days)	0.04	0.01	0.05	0.23	0.13	0.09
Weekly	0.35	0.19	0.16	0.17	0.13	0.10
Sunday only	0.01	0.01	0.02	0.21	0.17	0.09
Monthly	0.04	0.06	0.02	-	-	0.01
Other	0.05	0.02	0.05	0.05	0.04	0.03
Total	0.55	0.33	0.50	1.23	0.93	0.92

Table A5-4
Periodicals -- Households Where Newspapers are Received
(By Type of Newspaper and by Receipt Medium)
Postal Fiscal Years 1987, 1999 and 2000

Time of Manager (Pro Maril)	Percentage of All Households							
Type of Newspaper (By Mail)	1987	1999	2000					
7-Day	4.9	2.3	11.4					
5 - 6 Day	2.5	0.9	3.5					
Weekly	25.6	15.2	11.7					
Sunday	0.8	0.9	2.1					
Monthly	2.7	4.6	1.4					
Other	3.5	1.4	1.7					
Total	36.4	23.1	27.1					

T(N1	Percentage of All Households							
Type of Newspaper (Not By Mail)	1987	1999	2000					
7-Day	47.1	41.3	41.5					
5 - 6 Day	18.3	8.2	6.4					
Weekly	13.1	9.6	8.2					
Sunday	20.4	16.1	8.3					
Other	4.0	3.6	1.6					
Total	78.6	66.7	58.8					

# Table A5-5 Magazines Received by Mail and Not by Mail -- Number of Different Magazines Received Per Household (From Entry Interview) Postal Fiscal Years 1987, 1999 and 2000

Frequency		Distribution Method										
		By Mail		Not By Mail								
	1987	1999	2000	1987	1999	2000						
Weekly	0.38	0.27	0.41	0.27	0.17	0.12						
Monthly	2.67	2.06	2.53	0.75	0.43	0.50						
Bi-Monthly	0.05	0.17	0.18	-	<u> </u>	0.03						
Other	0.12	0.04	0.09	0.08	0.02	0.03						
Total	3.23	2.55	3.21	1.1	0.63	0.68						

Table A5-6
Periodicals -- Households Where Magazines are Received
(By Type of Magazine and by Receipt Medium)
Postal Fiscal Years 1987, 1999 and 2000

T	Perc	olds	
Type of Magazine (By Mail)	1987	1999	2000
Weekly	24.1	19.3	23.6
Monthly	75.5	66.6	72.7
Bi-Monthly	3.3	9.9	9.7
Other	6.8	2.8	3.1
Total	80.6	72.8	78.8

Type of Magazine (Not By Mail)	Percentage of All Households								
Type of Magazine (140) by Mail	1987	1999	2000						
Weekly	15.4	11.7	7.6						
Monthly	34.4	23.3	22.8						
Other	3.2	1.3	1.4						
Total	45.8	32.0	29.3						

Table A5-7
Periodical Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 1999 and 2000

Income (2003)	1987	1999	2000
<pre>\$7K</pre>	0.6	0.6	0.7
\$ 7K - \$9.9K	j,t	0.3	0.7
\$ 10K - \$14.9K	1.2	0.6	1.0
\$ 15K - \$19.9K	1.3	0.5	1.0
\$ 20K - \$24.9K	1.4	0.8	1.2
\$ 25K - \$29.9K	1.8	0.9	1.1
\$ 30K - \$34.9K	1.9	0.9	1.1
\$ 35K - \$49.9K	2.1	0.9	1.3
\$ 50K - \$64.9K	2.1	1.1	1.4
\$ 65K - Over	3.6	1.5	1.9
Age of Head of Household	1987	1999	2000
18 - 24	0.6	0.4	0.4
25 - 34	1.2	0.7	0.7
35 - 44	1.8	0.8	0.9
45 - 54	2.0	1.2	1.2
55 - 64	2.3	1.4	1.4
65 - 69	1.9	1.4	1.6
70+	1.9	1.3	1.7
Education of Head of Household	1987	1999	2000
< 8th grade	1.2	0.7	1.3
Some High School	1.2	0.7	1.0
High School	1.4	0.8	<del>  - </del>
Some College	].6	1.0	1.2
Technical School	1.6 2.2	1.0	1.4
College Post graduate	L <u> </u>	1.3 2.0	1.6
	3.4 1987	2.0 <b>1999</b>	1.9 <b>2000</b>
Type of Household One-person household	170/		1
Male	<del>-   .   -  </del>	0.7	1.0
Female	1.0	0.6 0.8	10
One adult + minors	0.9		1.0
Male Male	0.9	0.8 2.8	1.5
Female	0.9	0.6	1.0
More Than One Adult	1987	1999	2000
Without Children	7797	1.3	14
One-earner	$\frac{2.1}{2.0}$	1.5	<del></del>
Two-earner	5.0	1.5	<del>-     -  </del>
With Children	<del></del>	0.9	1.5
	<del></del>		
One-earner	1.6	<u> 0.7</u>	1.0
Two-earner		1.0	1.4

Employment of Respondent	1 1987	1999	2000
White collar professional	2.2	1.3	1,5
White collar sales/clerical	1.5	0.9	1.2
White collar craftsmen/mechanic	1.2	0.6	1.0
Service Worker	1 1 2	0.6	0.8
Other employed	1,1	2.0	1.0
Homemaker	1.7	_ 1.0	] ]
Student	1.4	0.4	0.8
Retired	1.9	1.3	1.7
Other not employed	0.4	0.9	1.1
Type of Dwelling	1987	1999	2000
Single-tamily house	2.0	1.2	1.5
Multi-family house	1.4	0.6	-
Apartment	1.0	0.4	0.8
Hotel	2.1	0.0	0.2
Boarding house		0.0	1.1_
Mobile house		0.7	
Group quarters	0.9	0.0	1.1
Urbanicity	1987	1999	2000
Major metro area:			
Center	0.9	0.6	
Non-center	1.7	0.8	-
Moderate-sized city	1.6	1,1	-
Suburb	2.1	1.0	-
Small town	1.8	1,1	<u>-</u>
Rural	1.9	1.5	
Number of Adults	1987	1999	2000
	1 1.1	0.7	1.0
2	1.8	1.1	1.5
<u> </u>	2.1	1.3	1.5
4+	2.1	0.8	1.6

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K. Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

Table A5-8
Periodical Mail -- Type of Subscription
Postal Fiscal Years 1987, 1999 and 2000

Type of Subscription	Percentage of Total Periodicals							
	1987	1999	2000					
Paid (ordered)	49.4	31.1	38.3					
Free (ordered)	4.4	3.6	4.3					
Gift (from friend or relative)	3.5	1.6	2.5					
Free (not ordered or with membership)	10.2	11.1	22.7					
Other	2.6	1.1	0.8					
Don't know/No answer	5.3	5.3	1.4					
Total Mail Received by Households	75.3	53.8	70.1					

Table A5-9
Periodicals -- Source of Publications
Postal Fiscal Years 1987, 1999 and 2000

Source of Publication	Percent	of Total Pe	riodicals	Pieces Per Household Per Week				
· .	1987	1999	2000	1987	1999	2000		
Religious/Educational	9.1	5.6	8.1	0.21	0.11	0.15		
Veterans	0.9	0.7	0.7	0.02	0.01	0.01		
Charitable	0.9	0.6	1.0	0.02	0.01	0.02		
Union/Professional	7.8	5.5	8.7	0.18	0.10	0.17		
Total "Nonprofit"	18.7	12.3	18.5	0.43	0.24	0.35		
Other	53.5	39.8	49.7	1.20	0.76	0.94		
Don't know/No answer	3.2	1.8	1.7	0.07	0.03	0.03		
Total Publications Received by Households	75.3	53.8	69.9	1.69	1.03	1.32		

Table A5-10

Periodicals -- Type and Source of Mail Received by Households

(Percentage of Subscription Type by Source)

Postal Fiscal Years 1987, 1999 and 2000

Type	Union/ Professional			Religio	us/ Educ	ational	Veterans			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Paid (ordered by household)	8.3	5.1	6.7	7.9	6.9	9.7	0.5	0.2	0.4	
Free (ordered by household) ①	21.7	18.7	21.1	25.6	12.1	23.0	4.4	1.2	0.7	
Free (not ordered)	18.0	12.5	8.0	20.5	12.9	13.5	0.8	1.4	1.0	
Gift Subscription	4.0	39.1	4.6	18.1	17.4	17.9	0.5	6.9	0.0	
Other Type	19.1	0.4	14.5	22.7	15.5	12.7	2.3	0.0	0.0	
Free (came with membership)	21.1	3.2	41.4	16.0	22.1	13.3	1.9	1.6	4.6	

Туре	Charitable			Other			Don't Know/ No Answer			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Paid (ordered by household)	0.5	0.5	1.0	81.1	86.0	80.2	1.7	1.5	2.0	
Free (ordered by household) ①	2.8	0.6	0.6	44.1	64.5	55.1	1.4	1.2	0.5	
Free (not ordered)	1.4	1.1	1.2	58.0	71.2	75.8	1.4	0.5	0.6	
Gift Subscription	1.4	3.1	1.6	73.4	29.2	75.7	2.6	2.4	0.2	
Other Type	2.6	1.1	0.0	50.7	84.1	72.8	2.7	0.0	0.0	
Free (came with membership)	6.2	3.7	4.3	54.8	73.5	35.8	0.0	0.0	0.5	

<sup>•</sup> Fluctuations may be due to small sample sizes.

### Table A5-11 Periodicals -- Satisfaction With Delivery (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Time of Arrival	Percentage of Pieces							
time of Arrival	1987	1999	2000					
Arrived earlier than expected	5.0	4.4	8.4					
Arrived on the day expected	40.9	34.1	45.5					
Was not expected to arrive on any special day	43.9	48.5	39.4					
Arrived later than expected	3.8	2.9	3.8					
Don't Know/No answer	6.5	10.1	3.0					
Total	100.0	100.0	100.0					

### Table A5-12 Periodicals -- Need for Delivery (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Delivery	1987	1999	2000
			24.50
Could arrive a day later	40.2	43.0	_ 32.2
Comes on proper day	19.5	14.9	25.2
No regular day	9.0	7.4	17.4
Regular day is too late	0.9	0.8	0.8
Day doesn't matter	22.7	23.2	20.3
Other need	0.4	0.4	0.2
Don't know/No answer	7.2	10.2	3.8
Total	100.0	100.0	100.0

Table A5-13
Periodicals -- Satisfaction With Delivery by Postal Region
(Percent of Pieces Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

		Northeast		ett. Ne i	Eastern			Southern		Central					
Satisfaction with Delivery	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
On time/earlier	50.2	34.7	56.5	45.6	41.0	52.1	41.4	34.9	55.7	50.7	41.3	52.3	40.5	37.3	51.7
Not expected on any special day	40.1	50.4	39.1	43.2	46.0	41.9	45.0	51.5	36.4	42.7	47.8	40.1	48.2	48.7	41.8
Arrived later than expected	3.4	1.8	2.6	5.5	2.2	3.6	3.6	2.4	4.2	2.2	3.2	4.2	4.7	4.0	3.7
Don't know/No answer	6.4	13.0	1.8	5.7	10.8	2.4	9.9	11.2	3.8	4.3	7.7	3.3	6.7	10.0	2.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

## Table A5-14 Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Satisfaction with Delivery	Northeast		Eastern			Southern		Central		Western					
	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Could arrive a day later with no inconvenience	42.6	44.6	32.8	40.9	46.8	35.2	42.6	50.1	28.8	37.1	39.3	30.6	39.3	36.2	37.3
Comes on proper day now	18.5	13.8	25.5	21.4	12.1	22.7	15.1	12.4	26.7	25.6	18.1	27.5	15.1	16.5	21.6
No regular delivery day	10.1	7.2	17.2	7.0	5.3	18.9	9.2	9.1	17.8	8.0	8.7	15.9	11.2	6.8	17.4
Regular delivery day is so late as to cause inconvenience	0.2	1.1	0.4	2.2	1.1	0.8	0.9	0.5	0.5	0.5	0.4	1.8	0.9	1.1	0.8
Exact delivery date of little importance	20.7	20.0	21.4	21.8	24.1	19.5	22.0	16.2	20.8	23.7	25.1	20.0	24.7	27.9	19.4
Other Need/Don't know/No answer	7. <del>9</del>	13.3	2.7	6.7	10.5	2.8	10.2	11.8	5.4	5.1	8.3	4.2	8.8	11.5	3.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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#### Appendix A6: Packages

Table A6-1
Packages Received - by Delivery Company
(Percentage of Packages Received by Households)
Postal Fiscal Years 1987, 1999 and 2000

	1.4	Percent	
Carrier	1987	1999	2000
United States Postal Service:			
First-Class and Priority	15.4	36.7	26.7
Express Mail	0.7	1.5	0.5
Third-Class Single Piece	2.3	①	1)
Standard Mail (A) Total	25.1	28.2	24.5
Standard Mail (A) Bulk Rate Regular	25.1	26.2	22.0
Standard Mail (A) Bulk Rate Enhanced Carrier Route	2	0.8	1.3
Standard Mail (A) Nonprofit	2	1.2	1.2
Standard Mail (A) Nonprofit Enhanced Carrier Route	2	-	0.0
Parcel Post - Total	4.9	6.2	6.3
Non-DBMC Parcel Post	4.9	3.1	5.1
DBMC Parcel Post	2	3.1	1.2
Bound Printed Matter - Total	8.9	5.4	8.0
Single Piece Bound Printed Matter	2.9	5.4	8.0
Bulk Rate Bound Printed Matter	6.0	①	①
Special Standard Mail	9.7	5.0	2.3
Library Rate	0.1	0.4	0.7
Other/Can't classify	1.1	1.5	0.9
No answer	3.4	0.4	0.9
Total USPS	71.7	85.3	71.0
Other Carriers:			
United Parcel Service Next Day Air	1.6	0.7	0.9
United Parcel Service Second Day Air	0.9	0.7	1,1
United Parcel Service Third Day Air	-	0.5	0.7
United Parcel Service Ground	21.1	9.3	8.1
Federal Express	0.3	2.8	1.6
Emery	0.0	0.2	0.1
Purolator	0.2		-
Roadway	0.1	-	0.1
Airborne	-	0.7	0.9
DHL	-		0.1
Other	0.5	0.2	0.5
Total Other	27.8	15.1	14.1
Don't know/no answer	3.6	0.1	14.1
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.3	0.6

① Data was not collected in 1997 or 1998.

② Data was not collected prior to 1997.

Table A6-2
Packages Received - Packages Delivered by the Postal Service by Class and Sender
(Percentage of Packages by Class)
Postal Fiscal Years 1987, 1999 and 2000

		Business	diguetik (de)	Friend/Relative			Other/Unknown		
Mail Class	1987	1999	2000	1987	1999	2000	1987	1999	2000
First-Class and Priority	43.6	66.5	71.8	53.6	27.5	23.9	2.8	6.0	4.3
Express Mail ③	10.8	58.1	75.2	52.0	16.1	24.8	27.2	25.8	0.0
Third-Class Single Piece ③	83.8	①		15.0	①		1.9	0	
Standard Mail (A) - Total	94.8	89.4	96.3	2.2	2.0	2.2	3.1	8.7	5.4
Standard Mail (A) - Bulk Rate Regular	94.8	88.6	96.1	2.2	1.7	2.2	3.1	9.7	1.7
Standard Mail (A) - Bulk Rate Enhanced	2	100.0	99.2	②	-	-	2	-	-
Standard Mail (A) - Nonprofit	2	85.0	89.7	②	-	-	2	15.0	9.0
Standard Mail (A) - Nonprofit Enhanced	2	100.0	100.0	2			2	-	
Parcel Post - Total	63.1	91.6		36.9	8.4	12.8	0.0	-	1.0
Non-DBMC Parcel Post ③	63.1	88.5	94.8	36.9	11.5	4.3	0.0		1.0
DBMC Parcel Post	②	94.6	78.8	2	5.4	21.2	2	-	0.0
Bound Printed Matter - Total	N/A	78.3		N/A	5.4	3.0	N/A	16.4	13.4
Bound printed matter or Catalog Rate ③	98.6	78.3	83.6	0.0	5.4	3.0	1.4	16.4	13.4
Bulk rate bound printed matter	93.0	①		4.6	0		2.4	1)	
Special Standard Mail	98.5	94.9	92.1	0.0	5.1	5.5	5.0		2.4
Library Rate ③	100.0	89.1	95.0	0.0	10.9	0.0	0.0		5.0

<sup>1</sup> Data was not collected in 1997 or 1998.

② Data was not collected prior to 1997.

<sup>3</sup> Fluctuations may be due to small sample sizes.

Table A6-3
Packages Received - Sender/Content⊕ by Carrier
Postal Fiscal Years 1987, 1999 and 2000

Content 0		rcent of To	tal	Percent Se	nt Via Posto	al Service@	Percent Sant Via UPS@		
	1987	1999	2000	1987	1999	2000	1987	1999	2000
Book	15.9	8.7	12.3	89.6	89.6	86.7	10.0	10.0	7.4
Record, tape or CD	6.7	7.6	10.7	87.3	93.7	93.0	8.0	5.7	4.9
Item from a friend or relative	16.7	12.2	7.4	69.0	78.9	75.6	23.2	16.7	22.1
Order from catalog	19.1	20.2	17.0	47.1	74.3	69.6	56.9	17.7	25.3
Order from store ②	5.1	2.9	4.0	43.5	70.6	72.4	55.0	14.1	18.2
Other than mail	11.5	18.5	10.4	67.5	89.8	84.9	30.4	9.1	11.6

① Packages can contain more than one type of content.

② Fluctuations may be due to small sample sizes.

Table A6-4
Packages Received - by Special Services
(Percentage of Packages Delivered by the Postal Service)
Postal Fiscal Years 1987, 1999 and 2000

Special Services		Percent			
Special Services	1987	1999	2000		
Special Handling	3.0	0.0	2.4		
Special Delivery	1.3	0.4	0.4		
Certified	0.1	0.8	0.5		
Registered	0.1	0.0	0.1		
Insurance	3.2	1.6	1.6		
C.O.D.	1.6	0.0	0.0		
Other	2.5	0.4	2.2		
Total	8.7	3.2	7.2		

Table A6-5
Packages Received - Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 1999 and 2000

	Under \$7K ①			\$7	\$7K - \$9.9K ①			K - \$14.9	ΚΦ	\$15K - \$19.9K ①		
Carrier	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Postal Service	68.9	100.0	64.1	71.1	31.9	87.9	74.8	97.5	94.3	79.9	91.6	85.1
UP\$	20.8	0.0	2.6	23.8	61.1	12.1	21.1	2.5	0.9	18.3	8.4	11.3
Other	0.0	0.0	0.0	2.2	7.0	0.0	0.0	0.0	4.8	0.0	0.0	3.6
Don't know/No answer	10.2	0.0	33.4	2.8	0.0	16.7	4.0	0.0	29.5	1.8	0.0	13.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.20	0.06	0.46	0.14	0.13	0.54	0.12	0.16	0.41	0.15	0.28	0.31

Corrier	\$20K - \$24.9K			\$2	5K - \$29	9K	\$3	OK - \$34.	9K	\$35K - \$49.9K		
Corrier	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Postal Service	75.4	89.2	78.9	63.3	90.3	81.0	82.1	91.0	81.0	73.0	91.2	85.9
UPS	17.8	5.1	10.6	31.2	9.7	14.4	15.3	8.2	14.4	24.4	4.3	9.9
Other	3.3	5.6	10.5	0.7	0.0	4.6	0.5	0.8	4.6	0.2	4.5	4.2
Don't know/No answer	3.6	0.0	6.8	4.9	0.0	9.9	2.1	0.0	9.9	2.4	0.0	28.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.24	0.28	0.69	0.34	0.17	0.66	0.31	0.15	0.66	0.39	0.26	0.66

Carrier	\$5	OK - \$64.	9K	17.0	Over \$65	K
	1987	1999	2000	1987	1999	2000
Postal Service	66.7	78.2	86.9	62.3	78.5	70.6
UPS	28.4	17.9	10.3	31.1	14.6	14.9
Other	0.0	3.5	2.8	5.3	6.9	3.3
Don't know/No answer	5.0	0.4	10.8	0.9	0.0	11.2
Total	100.0	100,0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.30	0.61	0.45	0.34	0.87

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

## Table A6-6 Packages Received - Carrier by Postal Region (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

	- Communication N		rit vinatueti.	<u> </u>	East		South				Central		West		
Carrier	1987	Vortheas	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Postal Service	62.3	75.4	75.3	70.1	82.4	63.7	75.7	85.4	73.3	75.1	88.4	74.8	72.7	88.6	69.5
UPS	26.9	18.6	10.1	25.6	12.4	10.5	20.8	13.3	10.7	22.6	7.3	11.1	22.9	8.1	10.4
Other	3.0	6.0	1.8	1.6	5.1	2.8	0.7	1.3	2.5	0.4	3.9	3.0	0.2	3.3	6.7
Don't know/No answer	7.8	0.0	12.8	2.8	0.2	19.7	2.7	0.0	13.5	0.6	0.4	11.1	0.2	0.0	13.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A6-7
Packages Sent by Delivery Company
(Percentage of Packages by Class and Carrier)
Postal Fiscal Years 1987, 1999 and 2000

		Percent	
Carrier	1987	1999	2000
United States Postal Service:			
First-Class and Priority	39.0	63.9	55.9
Express	0.0	2.8	4.4
Standard Mail (A) Bulk Rate	16.5	16.7	8.8
Parcel Post	13.5	2.8	9.3
Special Standard	3.5	1.3	2.0
International	6.0	5.5	2.4
Other	0.0	0.0	1,7
Don't know	3.4	0.8	0.8
Total USPS	81.7	93.8	85.3
Other Carriers:			
United Parcel Service Next Day Air	0.6	0.0	4.3
United Parcel Service Second Day Air	71.7	0.0	1.0
United Parcel Service Third Day Air		0.8	2.0
United Parcel Service Ground	14.8	5.5	5.0
Federal Express	0.2	0.4	2.4
Emery/Purolator	0.0	0.0	0.0
Roadway	0.0	0.0	0.3
Airborne	-	0.0	0.5
DHL	<u>-</u>	0.0	0.5
Other	0.0	0.0	0.6
Total Other	16.5	6.7	16.6
Don't know/no answer	1.8	0.0	0.0
Total	100.0	100.0	100.0
Total Pieces	0.07	0.03	0.08

## Table A6-8 Packges Sent Via the Postal Service by Class and Recipient (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

Mail Class		Business		Fi	Friend/Relative					
Muli Clus	1987	1999	2000	1987	1999	2000				
First Class Priority	18.3	22.5	34.3	81.7	77.5	65.6				
Bulk Rate ①	26.5	32.0	28.4	73.5	68.0	71.6				
Special Standard ①	18.7	42.3	25.8	81.3	57.7	74.2				
Parcel Post ①	56.9	23.1	37.7	43.1	76.9	58.5				

 $<sup>\</sup>ensuremath{\mathfrak{D}}$  Fluctuations may be due to small sample sizes.

Table A6-9
Packages Sent by Content⊕
Postal Fiscal Years 1987, 1999 and 2000

Content ®	Perc	ent of Total	Sent	Percent Se	ent Via Posta	al Service®	Percent Sent Via UPS@			
	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Book	12.3	15.7	24.2	95.1	97.0	90.6	3.8	3.0	5.1	
Record, Tape or CD	11.9	15.9	12.1	97.5	100.0	65.1	2.5	0.0	28.8	
Clothing	31.2	28.5	32.5	81.3	88.9	83.4	18.1	11.1	14.6	
Food	11.0	7.7	8.3	68.2	74.4	59.3	31.8	25.6	37.0	
Toys	12.7	15.8	7.7	73.9	96.1	82.0	21.2	4.0	13.6	
Household Items	16.0	12.6	15.2	70.1	88.1	82.1	29.9	11.9	8.7	

① Packages may contain more than one item.

② Fluctuations may be due to small sample sizes.

Table A6-10

Packages Sent -- Choice of Carrier by Income
(Percentage of Pieces)

Postal Fiscal Years 1987, 1999 and 2000

Carrier	Ling U	Inder \$25K	Ф	\$2	25K - \$49.9	0	\$50K+ ①			
Carrier	1987	1999	2000	1987	1999	2000	1987	1999	2000	
Postal Service	90.9	100.0	70.5	78.6	98.3	81.9	80.0	86.3	86.5	
UPS	9.1	0.0	28.2	17.8	1.7	9.9	20.0	13.7	8.1	
Other	0.0	0.0	1.3	0.0	0.0	8.2	0.0	0.0	5.4	
Don't know/No answer	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total Packages Per Household Per Week	0.04	0.02	0.10	0.08	0.04	0.11	0.14	0.05	0.15	

① Fluctuations may be due to small sample sizes.

### Table A6-11 Packages Sent by Distance (Percentage of Packages Sent by Households) Postal Fiscal Years 1987, 1999 and 2000

Dist		Percent	
Distance	1987	1999	2000
Local	1.6	3.0	5.4
Less than 51 miles	2.3	3.6	2.7
51 - 150 Miles	9.8	6.4	8.2
151 - 300 Miles	15.4	12.5	9.5
301 - 600 Miles	16.8	8.7	19.9
601 - 1000 Miles	18.2	19.8	18.1
1001 - 1400 Miles	13.5	11.4	11.9
1400 - 1800 Miles	5.3	13.0	8.5
Greater than 1800 miles	7.6	9.6	9.4
Out of United States	5.8	4.4	5.3
Other/ Unknown	3.8	7.6	1.3
Total	100.0	100.0	100.0

Table A6-12
Packages Sent by Distance and Carrier
(Percentage of Distance)
Postal Fiscal Years 1987, 1999 and 2000

Distance Φ	nat w Pe	ostal Servi	ice		UPS		Fe	deral Exp	ess	Other/Unknown		
Pisjonce V.	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Local	100.0	100.0	74.8	0.0	0.0	13.1	0.0	0.0	6.1	0.0	0.0	6.1
Less than 51 miles	92.1	100.0	87.9	7.9	0.0	0.0	0.0	0.0	8.7	0.0	0.0	0.0
51 - 150 Miles	84.0	96.5	73.0	16.0	3.5	24.8	0.0	0.0	0.0	0.0	0.0	0.8
151 - 300 Miles	87.9	100.0	81.1	12.1	0.0	4.9	0.0	0.0	5.0	0.0	0.0	9.0
301 - 600 Miles	76.9	77.9	82.2	23.1	22.1	17.8	0.0	0.0	0.0	0.0	0.0	0.0
601 - 1000 Miles	85.0	96.9	89.1	11.6	3.1	7.4	0.0	0.0	1.8	3.4	0.0	1.6
1001 - 1400 Miles	76.2	87.9	89.3	22.8	12.1	7.5	0.0	0.0	3.1	1.1	0.0	0.0
1400 - 1800 Miles	93.9	84.4	83.0	3.3	15.6	15.8	0.0	0.0	0.3	2.8	0.0	1.0
Greater than 1800 miles	62.6	88.4	68.3	34.6	11.6	21.4	2.8	0.0	10.3	0.0	0.0	0.0
Out of United States	100.0	90.4	72.0	0.0	0.0	20.6	0.0	9.6	0.0	0.0	0.0	7.4

① Fluctuations may be due to small sample sizes.



### **Appendix A7: Electronic Communications**

Table A7-1
Entry Interview
Household Electronic Mail Capability by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

	Under \$7K			\$	\$7K - \$9.9K			OK - \$14	9K	\$15K - \$19.9K		
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	19.1	23.2	N/A	7.2	23.3	N/A	13.8	32.5	N/A	10.8	35.7
Have modem	N/A	10.4	13.8	N/A	2.0	16.8	N/A	10.5	19.1	N/A	6.7	24.4
Have fax machine or board	N/A	4.4	5.3	N/A	0.5	5.2	N/A	1,1	8.3	N/A	1.5	10.2

	\$20K - \$24.9K			\$2	\$25K - \$34.9K			5K - <b>\$</b> 49	9K	\$50K - \$64.9K		
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	15.3	46.0	N/A	32.6	55.1	N/A	45.3	64.7	N/A	61.8	74.4
Have modem	N/A	9.2	33.2	N/A	23.5	40.7	N/A	36.4	51.4	N/A	47.8	61.9
Have fax machine or board	N/A	3.3	14.2	N/A	10.4	21.4	N/A	15.8	24.0	N/A	22.4	31.2

	\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	79.9	83.1	N/A	78.9	88.2	N/A	87.9	92.5
Have modem	N/A	62.8	72.4	N/A	72.3	81.5	N/A	81.4	86.2
Have fax machine or board	N/A	33.6	38.1	N/A	36.8	47.4	N/A	49.1	60.5

## Table A7-2 Entry Interview Household Electronic Mail Capability by Education of Head of Household (Percentage of Households) Postal Fiscal Years 1987, 1999 and 2000

	< 8th Grade		Some High School		High School			Some College				
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	8.2	20.7	N/A	16.2	29.8	N/A	28.6	44.0	N/A	51.4	62.0
Have modem	N/A	2.3	11.7	N/A	11.2	18.5	N/A	20.9	33.0	N/A	38.9	48.9
Have fax machine or board	N/A	0.7	3.4	N/A	3.8	9.8	N/A	9.6	16.3	N/A	19.4	26.2

	Tech School			College			Post Graduate		
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	43.9	60.8	N/A	69.3	76.5	N/A	82.8	80.9
Have modem	N/A	34.2	45.5	N/A	60.2	65.9	N/A	72.1	70.8
Have fax machine or board	N/A	15.5	21.1	N/A	26.7	34,4	N/A	37.0	41.5

Table A7-3
Entry Interview
Household Electronic Mail Capability by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 1999 and 2000

Capability 18 - 21			22 - 24			25 - 34			35 - 44			
Capability	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	31.8	55.7	N/A	30.6	56.5	N/A	50.4	66.7	N/A	56.7	71.2
Have modem	N/A	27.2	44.3	N/A	27.5	46.1	N/A	39.3	56.3	N/A	45.7	58.9
Have fax machine or board	N/A	10.2	14.2	N/A	13.0	16.1	N/A	16.5	27.3	N/A	22.6	34.3

Capability		45 - 54			55 - 64			65 - 69			70+	
Copositiny	1987	1999	2000	1987	1999	2000	1987	1999	2000	1987	1999	2000
Have personal computer	N/A	58.4	69.4	N/A	40.9	55.0	N/A	29.7	44.5	N/A	13.6	29.1
Have modem	N/A	50.3	55.8	N/A	30.9	43.6	N/A	21.8	32.3	N/A	8.3	20.5
Have fax machine or board	N/A	22.3	30.4	N/A	15.5	23.2	N/A	11.6	18.4	N/A	4.0	10.3

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### **Appendix B1: Recruitment Questionnaire**

1:	TZONE
=>+1 if 1>0	
COMPUTED	
Fast	( 1/ 48)
Central 4	
Mountain 5	
Pacific 6	
Hawaii8	
2:	SAMPN
⇒>+1 if 1>0	
IMPORTED SAMPLE NUMBER	
9999999	( 1/ 49)
3:	LISTD
=> +1 if 1>0	
IMPORTED LISTED OR UNLISTED NUMBER?	
LISTED	( 1/ 56)
UNLISTED 2	
4:	STYPE
=> +1 if 1>0	
IMPORTED SAMPLE TYPE	
SE	( 1/ 57)
SAMPLE TYPE ONE01	
SAMPLY TYPE TWO02	
5:	HHNAM
=> +1 if 1>0	
HOUSEHOLD NAME	
	( 1/ 59)
6:	CTFIP
6: => +1 if 1>0	СТГІР
	( 1/89)

7:	
=> +1 if 1>0	
New York+ NY-NJ-CT-PA01	(1
Los Angeles+ CA	
Washington+ DC-MD-VA-WV04	
San Francisco+ CA	
Philadelphia+ PA-NJ-DE-MD06 Boston+ MA-NH-ME-CT07	
Detroit+ MI	
Dallas+ TX09	
Houston+ TX10	
Miami+ FL	
Atlanta, GA	
Cleveland+ OH14	
Minneapolis+ MN-WI	
Pittsburgh, PA	
San Diego, CA	
Tampa+ FL	
Phoenix AZ	
Portland+ OR-WA 22	
Cincinnati+ OH-KY-IN23	
New Haven+ CT         24           Kansas City, MO-KS         25	
Milwaukee+ WI	
Sacramento+ CA27	
Indianapolis, IN	
Columbus, OH	
New Orleans, LA31	
San Antonio, TX	
Greensboro+ NC	
Dayton+ OH	
Raleigh+ NC36	
Albany+ NY	
Omaha, NE-IA	
Springfield, MA40	
Charleston, SC	
Jackson+ MS	
Peoria, IL44	
Salinas, CA	
Cumberland, MD-WV	
Provo, UT48	
Terre Haute, IN	
Albany, GA51	
York, ME52	
Citrus, FL	
Indiana, PA	
Craven, NC56	
Waiworth, WI	
Bartholomew, IN	•
Marion, WV60	
Seneca OH	
Roane, TN	
Cortland, NY64	
Kauai, HI	
Clarion, PA	-
Dyer, TN	
Lyon, KS	
Mecosta, MI	
Buchanan, VA	
Morrison, MN	
Orange VT	
Decatur, IN	

Clark, AR		
Lavaca, TX		
Leelanau, MI80		
Mitchell, NC		
Morgan, WV		
Swain, NC		
Audubon, IA86		
Morrill, NE		
8:		REGN
=> +1 if 1>0		
INPORTED REGION		( 1/ 96)
Northeast1		(1) 30,
East		
Central4		
West5		
9:		CF
=> +1 if 1>0		
		( 1/ 97)
10:		STRAT
=> * if V01(PSU<31)*1+V01(PSU>3		
PSU<51)*2+V01(PSU>50)*3 STRATA		
		( 1/ 101)
Strata 1		
Strata 33		
11:		PHONE
=> +1 if 1>0		1110111
IMPORTED PHONE NUMBER		
999-999-9999		( 1/ 102)
Hello, this is, calling on behalf of the U May I please speak with «NAME interview concerning your household's mail and I complete that interview now.	.S. Postal Service. > We began an would like to	
complete that interview now.  IF THERE IS NO NAME HERE, THEN THIS IS NOT A PAR	TIAL SO RESTART	
AINTRO	IIA OU RESIREI	
12:		INTRO
=>+1 if NOT INT=PC		
INTRO ON RETURN		( 1/ 114)
Continue where I left off	=> LASTQ	(1/114/
Restart at the beginning	=> INT01	
13:		INT01
Hello, my name is and I'm calling on behalf of	the US Postal Service	. We're not
selling anything. May I speak with an adult in the HOUSEHOLD NAME IS: <hhnam> IF NAME</hhnam>		
SAMPLE		
ContinueOK	D	( 1/ 115)
No Answer	=> /END => /END	
Answering Machine	=> /END	
Disconnect	=> /END	
Computer/Fax Machine FX Business/Government BG	=> /END => /END	
Deaf/Language BarrierLB	=> /END	
Ist Refusal	=> /END => /CB	
Spanish Caliback	=> /CB	
Remove my name from your mailing list. Do not ever	call me again. Ol => /OLIST	•

14:	ADVL
=> +1 if ADVLT=3	
A few days ago we sent a letter to your home about you get the letter?	the study we are conducting. Did
•	( 1/ 117
Yes	
Not Mailed 3	N
Don't know	
Refused9	
It is a study to better understand the type and vol- like yours receive and send. Bith the information y households provide, the US Postal Service can make a rates and staffing needs to ensure an efficient pati is purely a research effort and any information you strict confidence.	me of mail that households own and 5,000 other rise decisions about postage onal mail system. The study provide will be held in
For this study, your household will use diaries to a receive and send for the next week. The diary is not give you a gift for completing the diary. Before I c you. I need to get some information about your house	
SCRP1 PRESS ENTER FOR CHOICES AINTOZ 15:	SCRP
PRESS F10 FOR GIFT LIST It is a study to better understand	
CONTINUE1	D ( 1/ 118)
16:	INTO
PRESS F10 FOR GIFT LIST	
For this study, your household will use diaries to write	<b></b>
CONTINUEOK	( 1/ 119)
CALLBACK CB	=> /CB
REFUSEDRI	=> /END
17:	Qı
RESPONDENT GENDER, DON'T ASK	ζ.
	( 1/ 121)
MALE 1 FEMALE 2	
18:	Q2
What is your age?	
18-211	( 1/ 122)
22-24	
25-343	
35-444	
45-54	
65-697	
70+8	
N/A, REFUSED9	
19:	Q3D
Rotation => Q3G	
Now, I'd like to get an idea of some of the things t	hat interest you. As I read each
activity, please tell me how much you enjoy it - do yo	
a little, or not at all? First of all/Next, take READ ITE	M. Do you enjoy that very much,
quite a bit, alittle, or not at all?	
E-mailing via the Internet	(4(400)
VERY MUCH4	(1/123)
QUITE A BIT3	
A LITTLE2	
NOT AT ALL	
DON'T KNOW	
17ED 300	

20: Q3E	25: Q3F
Now, I'd like to get an idea of some of the things that interest you. As I read each	Now, I'd like to get an idea of some of the things that interest you. As I read each
activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,	activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,
a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,	a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,
quite a bit, alittle, or not at ail?	quite a bit, alittle, or not at all?
Writing cards and letters to friends	Reading newspapers
( 1/ 124)	(1/129)
VERY MUCH4	VERY MUCH4
QUITE A BIT3	QUITE A BIT3
A LITTLE2	A LITTLE2
NOT AT ALL	NOT AT ALL
DON'T KNOW8	DON'T KNOW8
NA/RF9	NA/RF9
21: Q3G	26: Q3H
	Now, I'd like to get an idea of some of the things that interest you. As I read each
Now, I'd like to get an idea of some of the things that interest you. As I read each	activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,
activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,	a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,
a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,	quite a bit, alittle, or not at all?
quite a bit, alittle, or not at all?	Shopping on the Internet
Reading cards and letters	( 1/ 130)
( 1/ 125)	VERY MUCH4
VERY MUCH	OUITE A BIT3
QUITE A BIT3	A LITTLE2
A LITTLE2	NOT AT ALL
NOT AT ALL	DON'T KNOW8
DON'T KNOW8	NA/RF9
NA/RF9	NA/AF
22: Q3A	27: Q3I
B-4-4(> O2I	Now, I'd like to get an idea of some of the things that interest you. As I read each
Rotation => Q3I	activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,
Now, I'd like to get an idea of some of the things that interest you. As I read each	a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,
activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,	quite a bit, alittle, or not at ali?
a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,	Telephoning family and friends
quite a bit, alittle, or not at all?	(1/131)
Watching television	VERY MUCH4
( 1/ 126)	OUITE A BIT3
VERY MUCH4	A LITTLE2
QUITE A BIT3	NOT AT ALL
A LITTLE2	DON'T KNOW8
NOT AT ALL	NA/RF9
DON'T KNOW8	
NA/RF9	28: SCRP2
	20.
23: Q3B	The questions that follow are asked of all members of your household. So when I say,
Now, I'd like to get an idea of some of the things that interest you. As I read each	"in your household", or "household members", please be sure to include yourself and
activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,	all other persons in your household when giving your answers.  (1/ 132)
activity, please ten me now inden you enjoy it - do you enjoy it very mach, quite a big	
a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,	CONTINUE
quite a bit, alittle, or not at all?	
Reading books and magazines	29: Q4
(1/127)	PROBE FOR SPECIFIC NUMBER
VERY MUCH	in total how many personal letters, including post cards and thank you notes, would
QUITE A BIT3	you say members of your household write in the average month? Remember, I'm
ALITTLE2	talking about personal letters, not greeting cards, not e-mail, and not letters written for
NOT AT ALL	business or in conjunction with jobs.
DON'T KNOW8	( 1/ 133)
NA/RF9	\$E
0.00	DONT KNOW98
24: Q3C	REFUSED 99
Now, I'd like to get an idea of some of the things that interest you. As I read each	
activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,	30: Q <sup>4</sup>
a little, or not at ail? First of all/Next, take READ ITEM. Do you enjoy that very much,	30:
quite a bit, alittle, or not at all?	PROBE FOR SPECIFIC NUMBER
Visiting with friends	About how many greeting cards did your household send by mail during the
( 1/ 128)	Christmas/Hanukkah/Kwanza season last year?
VERY MUCH	( 1/ 135)
QUITE A BIT	\$E
A LITTLE2	DON'T KNOW98
NOT AT ALL	REFUSED99
DON'T KNOW8	
NA/RF 9	

31:	Q6	39:			Q14
PROBE FOR SPECIFIC NUMBER		=> Q15 if	Q13==0	<del></del>	
Not counting the Christmas, Hanukkah, and Kwanza c approximately how many greeting cards would you say an in an average month?		Why does your ! SAY "CONVEN	nousehold use a mailing serv NIENT" OR "EASIER" OF	ice rather than the post off	fice? IF THEY
\$E	( 1/ 137)	тнем why п	S CONVENIENT OR EASI	ER	
DON'T KNOW98		ENTER RESPO	NSE	I DO	( 1/ 154)
REFUSED99		DK/RF	*	9	
32:	07	40:		<del></del>	015
PROBE FOR SPECIFIC NUMBER	<b>Q7</b> 5.55 (8)		your household have any fi	riends or relatives who liv	Q15 re in a foreign
The next question is about the electronic greeting car	ds (not e-mails) that your	country?	your nousened have any in	reacts of resputes who have	c in a loreign
household has sent. About how many greeting cards (not	e-mail messages) did your	VES	***************************************	1	( 1/ 155)
household send through the Internet last month?	( 1/ 139)		***************************************		
\$E	( 122)				
DON'T KNOW				•	
REPOSED		41:			O16
33:	Q8		y cards and letters, if any, h	ave members of your hour	•
PROBE FOR SPECIFIC NUMBER	在 多数形式 化多种性 外头	them in the past t			
Not counting the Christmas and Hanukkah packages your!	household sends, about how	\$E			( 1/ 156)
many packages did your household mail in the last month?	(1/141)	. —		98	
\$E	,,		***************************************	99	
DON'T KNOW		42:			017
100			times has your household i	talanhonad falanda on mlati	Q17
34:	Q9		times has your household to the past twelve months?	erepaoned menus or retain	ives irvingin a
Which of the following methods of mailing personal pack	kages (not letter mail) have	-			( 1/ 158)
household members used in the last six months?	11449 444 445 446 447)	\$E DK	•••••	08	
Official U.S. Post Office	1/ 143 - 144 - 145 - 146 - 147)				
Private mailing service, like Mailboxes, Etc., Post Office Pl	us, or Parcel Place				<del></del>
Private package shipping company, like UPS or Federal Exp	nres 3	43:			Q18
The package supplied company, take of 3 of 1 castal Ex	press 3		y times has your household the past twelve months?	e-mailed friends or relativ	res living in a
Gave package to my mail carrier		ioreign country ii.	t the past twelve mosturs:		( 1/ 160)
None 5 X OTHER, SPECIFY 6 0		\$E		00	
DK			***************************************		
RF9 X					
35:	010	44:			Q19
Does your household rent a Post Office box?	Q10		many times has your house	shold wired money to ther	m in the past
	( 1/ 148)	twelve months?			( 1/ 162)
YES		\$E			( 11 102)
NO2 DK8		DK		98	
RF9			***************************************		
		45:			Q20
36:	Q11		hold use a fax machine or a	personal computer with far	x- capabilities
Do any members of your household rent a box from a p Mailboxes, Etc., Post Office Plus, or Parcel Place?	private mailing service, like	to send fax comm	unications?		(4(484)
	(1/149)	YES	·/	1	( 1/ 164)
YES		NO		2 => Q22	
NO 2 DK8			*********************************		
RF9		46:			Q21
			nmunications are sent by fax	?	Q-1
37:	Q12		•		( 1/ 165)
How many times in an average month do household me operated by Postal Service employees? VERIFY RESPONS	embers go to a post office		ISE		
	( 1/ 150)		***************************************		
\$E DK98		47:			Q22
RF 99		Does your househ	old own one or more persons	il computers? ASK HOW M	
7		\$E	-	•	( 1/ 166)
38:	Q13	. –		98 => Q26A	
How many times in an average month do household memi			***********************************		
service like Mailboxes, Etc., Post Office Plus, or Parcel Plus of Plus, or Parcel Plus of THAN 30	lace? VERIFY RESPONSE				
II MORE THAN JU	( 1/ 152)				
\$E ·					
DK	=> Q15 => Q15				
	~ V13				

Q14

48: Q23	54: Q26
=> Q26A if Q22==0	How likely is it that members of this household will get any of the following
How many of these computers have Internet access? THEY HAVE-Q22>COMPUTERS. DO NOT ACCEPT A NUMBER GREATER	technologies in the near future? Very likely, somewhat likely, somewhat unlikely on not at all likely? READ ITEM  Web TV
THAN <q22>. (1/168)</q22>	VERY LIKELY4
\$E	SOMEWHAT LIKELY
DK	SOMEWHAT UNLIKELY2
RF	NOT AT ALL LIKELY
49: Q24	ALREADY HAVE IT
	DIVAT
>> Q26A if Q23==0	55: Q26
Who is your Internet service provider? READ LIST IF NECESSARY	How likely is it that members of this household will get any of the followin
AOL	technologies in the near future? Very likely, somewhat likely, somewhat unlikely of
PRODIGY2	not at all likely? READ ITEM
COMPUSERVE3	Digital cable (1/176
MCI WORLDCOM4	VERY LIKELY4
ATT WORLDNET5 INTERNET AMERICA	SOMEWHAT LIKELY3
OTHER NATIONAL 7	SOMEWHAT UNLIKELY2
OTHER LOCAL8	NOT AT ALL LIKELY1 ALREADY HAVE IT0
DK/RF9	DK/RF9
50: Q25	56: SCRP
Do members of your household use the Internet to communicate with others via email?	PRESS ENTER TO CONTINUE
YES1	Traditionally, people pay bills in person or by mail. Now, some banks offer a service
NO2	that allows you to pay bills by telephone - you call the bank and tell them which bill
DK	you wish to pay and the amounts. Banks are also starting to offer Internet banking where you can pay bills over the Internet.
RF9	(1/177
51: Q26A	CONTINUE
=> +1 if Q22>0 AND Q22<97	57: Q27.
	Have you heard of bank services that allow you to pay bills by Telephone?
How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or	( 1/ 178
not at all likely? READ ITEM	YES1
Personal computer	NO2 DK
VERY LIKELY4	NA/RF9
SOMEWHAT LIKELY3	
SOMEWHAT UNLIKELY2	58: Q28A
NOT AT ALL LIKELY	=>+1 if Q27A>1
DK/RF9	Are Telephone paying services available in your community?
52: Q26B	( 1/ 179
	YES1
=>+1 if Q20=1	NO2
How likely is it that members of this household will get any of the following	DK8 RF9
technologies in the near future? Very likely, somewhat likely, somewhat unlikely or	
not at all likely? READ ITEM  Fax machine or PC with fax capabilities	59: Q27
( 1/ 173)	Have you heard of bank services that allow you to pay bitls by Internet?
VERY LIKELY4	(1/ 180
SOMEWHAT LIKELY3 SOMEWHAT UNLIKELY2	YES
NOT AT ALL LIKELY	DK8
DK/RF 9	NA/RF9
53: Q26C	60: Q281
=> +1 if Q23>0 AND Q23<97	=>+1 if Q27B>1
How likely is it that members of this household will get any of the following	Are Internet paying services available in your community?
technologies in the near future? Very likely, somewhat likely, somewhat unlikely or	(1/181
not at all likely? READ ITEM	YES
Internet access (1/174)	DK8
VERY LIKELY	RF9
SOMEWHAT LIKELY	
SOMEWHAT UNLIKELY2 NOT AT ALL LIKELY1	
NOT AT ALL DIRECT	

61:	
On assessed about home many hills in actal	Q29
On average, about how many bills in total month? PROBE FOR SPECIFIC NUMBER.	•
\$E	( 1/ 182)
DK RF	
	······································
62:	Q30A
Now, I'm going to ask you about the method following ways do you pay your bills? By mail	s you use to pay your bills. In which of the
YES	( 1/ 184)
NO	
DK	
N	
63:	Q30B
In person	(1/185)
YES	
DK	
RF	9
64:	Q30C
=> +1 if Q27A>1	
Now, I'm going to ask you about the method following ways do you pay your bills?	s you use to pay your bills. In which of the
By telephone	(1/186)
YES	
DK	
RF	9
65:	Q30D
=> +1 if Q27B>1	
None Per gains to sale you shout the seath of	· · · · · · · · · · · · · · · · · · ·
following ways do you pay your bills?	ls you use to pay your bills. In which of the
following ways do you pay your bills? Via Internet YES	1
following ways do you pay your bills? Via Internet	
following ways do you pay your bills? Via Internet YES	
following ways do you pay your bills? Via Internet YES	
following ways do you pay your bills? Via Internet  YES  NO  DK  RF  66: Now, I'm going to ask you about the method following ways do you pay your bills?	
following ways do you pay your bills? Via Internet  YES  NO  DK  RF  66: Now, I'm going to ask you about the method	
following ways do you pay your bills?  Via Internet  YES  NO	Q30E s you use to pay your bills. In which of the (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)	Q30E  Q30E  ls you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills? Via Internet  YES  NO  DK  RF  66: Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  By automatic deduction from bank a	Q30E    Count   Count
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  67:  By automatic deduction from bank a  YES  NO	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  67:  By automatic deduction from bank a  YES  NO  DK	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  By automatic deduction from bank a  YES  NO  DK  RF	Q30E    Count   Count
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  By automatic deduction from bank a  YES  NO  DK  RF	Q30E s you use to pay your bills. In which of the  (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  67:  By automatic deduction from bank a  YES  NO  DK  RF  68:  =>+1 if  Q30A>1	Q30E s you use to pay your bills. In which of the  (1/188)  (1/189)  Q31A
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  By automatic deduction from bank a  YES  NO  DK  RF	Q30E s you use to pay your bills. In which of the (1/188)
following ways do you pay your bills?  Via Internet  YES  NO  DK  RF  66:  Now, I'm going to ask you about the method following ways do you pay your bills?  By ATM (automated teller machine)  YES  NO  DK  RF  By automatic deduction from bank a  YES  NO  DK  RF  68:  >> +1 if  Q30A>1  About how many of your monthly bills are p	Q30E Is you use to pay your bills. In which of the (1/188)

69:	Q311	3
=> +1 if	Q30B>1	1
	our monthly bills are paid In Person? IF THE SUM OF BILLS IS OTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING	j
\$E	( 1/ 192)	)
	98 99	
70:	Q31C	=
≈>+1 if	Q30C>1 OR Q30C=WR	7
About how many of	your monthly bills are paid By Telephone? IF THE SUM OF	_
BILLS IS MORE TH BEGINNING TO TRY	IAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE Y AGAIN.	
\$E	( 1/ 194)	J
	98 99	
71:	Q31E	)
=> +1 if	Q30D>1 OR Q30D=WR	]
	our monthly bills are paid Via Internet? IF THE SUM OF BILLS THE TOTAL, YOU WILL BE TAKEN BACK TO THE ( AGAIN.	
\$E	( 1/ 196)	į
DK	98	
Nr.		
72:	Q31E	ì
=> +1 if	Q30E>1	]
IF THE SUM OF BIL	our monthly bills are paid By ATM (automated teller machine)? .LS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN NNING TO TRY AGAIN.  (1/198)	
T	98	
73:	Q31F	,
=> +1 if	Q30F>1	1
bankaccount? IF THE	your monthly bills are paid By automatic deduction from SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL DITHE BEGINNING TO TRY AGAIN.  (1/200)	
\$E	, , ,	
RF	98	
		ı
74:	CKBIL	
=> Q29 else => +1 if	(Q29- (JF((Q31A<98),Q31A,0)+IF((Q31B<98),Q31B,0)+IF((Q31C< 98),Q31C,0)+IF((Q31D<98),Q31D,0)+IF((Q31E<98),Q31E,0) +IF((Q31F<98),Q31F,0))<0)_	
COMPUTED TO COL	INT BILLS AND CHECK AGAINST TOTAL (1/202)	•
75:	Q32A	
=>+1 if	Q30A>1	l
What types of bills do	<u></u>	•
NONE OF THESE	( 1/ 203 - 204 - 205 - 206 - 207 - 208 - 209)  PANE/FUEL OIL/ETC 1	
INSURANCE	8 Q	

76:	Q33A
=> +1 if Q30A>1	
<u></u>	
Why do you pay these bills By Mail?	( 1/ 210)
ENTER RESPONSE	( 2)
DK/RF9	
77:	Q32B
=> +1 if Q30B>1	
What types of bills do you pay In Person?	3 - 214 - 215 - 216 - 217)
NONE OF THESE	
NATURAL GAS/PROPANE/FUEL OIL/ETC 1	
ELECTRIC2	
TELEPHONE3 WATER/SEWER4	
CREDIT CARDS5	
RENT/MORTGAGE	
CABLE TV	
INSURANCE8	
LOAN(S)9	
do.	O22B
78:	Q33B
=> +1 if Q30B>1	
Why do you pay these bills In Person?	
ENTER RESPONSE J DO	( 1/ 218)
DK/RF9	
DK/Kr	
79:	Q32C
=>+1 if Q30C>1 OR Q30C=WR	· · · · · · · · · · · · · · · · · · ·
What types of bills do you pay By Telephone?	21 - 222 - 223 - 224 - 225)
NONE OF THESE0	,
NATURAL GAS/PROPANE/FUEL OIL/ETC 1	
ELECTRIC2	
TELEPHONE 3	
WATER/SEWER4 CREDIT CARDS5	
RENT/MORTGAGE6	
CABLE TV7	
INSURANCE8	
LOAN(S)9	
00.	Q32D
80:	Q3ZD
=> +1 if Q30D>1 OR Q30D=WR	
What types of bills do you pay Via Internet?	
(1/226 - 227 - 2 NONE OF THESE	28 - 229 - 230 - 231 - 232)
NATURAL GAS/PROPANE/FUEL OIL/ETC 1	
ELECTRIC 2	
TELEPHONE3	
WATER/SEWER4	•
CREDIT CARDS5	
RENT/MORTGAGE	
CABLE TV	
LOAN(S)9	
81:	Q32 <b>E</b>
=>+1 if Q30E>1	
What types of bills do you pay By ATM (automated teller made	hine)?
(1/233 - 234 - 2	235 - 236 - 237 <b>- 23</b> 8 - 239)
NONE OF THESE	
NATURAL GAS/PROPANE/FUEL OIL/ETC 1	
ELECTRIC	
WATER/SEWER4	
CREDIT CARDS	
RENT/MORTGAGE6	
CABLE TV	
INSURANCE	
LUAN(3)	

82:		Q32F
=> +1 if	Q30F>1	
What types of	bills do you pay By automatic deduction	from bank account? 241 - 242 - 243 - 244 - 245 - 246)
NONE OF TH	ESE	24, 212 213 211 213 210,
NATURAL G	AS/PROPANE/FUEL OIL/ETC 1	
	2	
	/ER4	
	DS5	
	GAGE6	
	7	
	8	
LUAN(S)	9	
83:		Q33C
=> +1 if	Q30C>1 OR Q30C=WR	
Why do you p	ay these bills By Telephone?	
		(1/247)
	PONSE1	DO
DK/RF	9	
84:		Q33D
=> +1 if	Q30D>1 OR Q30D=WR	
Why do you p	ay these bills Via Internet?	
	-	( 1/ 248)
	PONSE1	DO
DK/KF	9	
85:		Q33E
=> +1 if	Q30E>1	
Why do you p	ay these bills By ATM (automated teller	machine): (1/249)
ENTER RESI	PONSE	DO
DK/RF	9	-
86:		O33F
,	0305-1	
=> +1 if	Q30F>1	
Why do you p	pay these bills By automatic deduction fro	om bank account? ( 1/ 250)
FNTER RESI	PONSE1	ĐO
	9	
87:		Q34
People pay th	eir bills in different ways: some pay bills	a day or two after they come in.
other pay bill	is weekly, once every two weeks, once a me. How about your household? Are bills	month, as they become due, or
some other th	me, now about your nousenoid. The onic	(1/251)
	or two after they come in	
Weekly	2 :eks3	
Once a month	14	
	me due5	
	r time SPECIFY7	0
	W8	
RF	9	
88:		Q35
=>+1 if	Q23—0	
		Same companies are off-in-
People tradit	tionally receive their bills in the mail esentation of bills where you would receive	eive bills over the Internet. How
many bills de	you receive via the Internet?	
		( 1/ 252)
\$E	98	
DK	98	

89:	Q36	96:	Q39/
PROBE FOR SPECIFIC NUMBER The following questions deal with specific harms of smill and benefits.		=> Q40 if Q38=0	
The following questions deal with specific types of mail your household such as magazines or newspapers. How many different magazines do memhousehold receive through the mail?	bers of your	PROBE FOR SPECIFIC NUMBER  Of the Q38 magazines your busehold does not receive  World Marriaga IF THE SIM OF MACAZINES IN ME	by mail, how many are
\$E	( 1/ 254)	Weekly Magazines? IF THE SUM OF MAGAZINES IS MOTHEY GET, YOU WILL BE TAKEN BACK TO THE	BEGINNING TO TRY
98 => Q38 F		AGAIN. VERIFY IF OVER 10	
M.	0274	\$E	( 1/ 267)
00:	Q37A	DK98	
=> Q38 if Q36==0	un un regent unter a trans	RF99	
PROBE FOR SPECIFIC NUMBER Of the Q36 magazines your household receives by mail, how many	are Weekly	97:	Q39E
magazines?	me weekly	PROBE FOR SPECIFIC NUMBER	
VERIFY IF OVER 10	( 1/ 256)	Of the Q38> magazines your household does not receive	by mail, how many are
\$E	( 17 230)	Monthly magazines? IF THE SUM OF MAGAZINES IS ME THEY GET, YOU WILL BE TAKEN BACK TO THE	BEGINNING TO TRY
DK		AGAIN.	
V		VERIFY IF OVER 15	( 1/ 269)
91:	Q37B	\$E	( 17 209)
PROBE FOR SPECIFIC NUMBER	and the state of t	DK	
Of the Q36>magazines your household receives by mail, how many a nagazines?	ere Monthly		· · · · · · · · · · · · · · · · · · ·
VERIFY IF OVER 15		98:	Q39C
*E	( 1/ 258)	PROBE FOR SPECIFIC NUMBER	on a filter tea
SE DK98		Of the <q38>magazines your household does not receive by monthly magazines? IF THE SUM OF MAGAZINES IS MO</q38>	mail, how many are Bi-
RF99		THEY GET, YOU WILL BE TAKEN BACK TO THE	BEGINNING TO TRY
V-	0050	AGAIN.	
'2: PROBE FOR SPECIFIC NUMBER	Q37C	VERIFY IF OVER 15	(1/271)
Of the Q36> magazines your household receives by mail, how many are	Bi-monthly	\$E	( 3/ 2/ 1)
nagazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TO	TAL THEY	DK98 RF99	
GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AG VERIFY IF OVER 15	GAIN.	79	
	( 1/ 260)	99:	Q39D
SE DK98	-	=> * if Q38-	
JF99		(IF((Q39A<98),Q39A,0)+IF((Q39B<	98),Q39B,0)+IF((Q39C<
	<del></del>	98),Q39C,0))	
23:	Q37D	COMPUTED OTHER	( 1/ 273)
>> * if Q36-		\$E	( 1/ 2/3)
(IF((Q37A<98),Q37A,0)+IF((Q37B<98),Q37B,0)+: 98),Q37C,0))	IF((Q37C<	100.	<del></del>
COMPUTED OTHER		100:	CKMG2
OMPULED OTHER	( 1/ 262)	=> Q38 else => +1 if Q39D<0	
E	•	COMPUTED TO COUNT MAGS AND CHECK AGAINST	
94:	CKMG1		( 1/ 275)
>> Q36 else => +1 if Q37D<0	CILVIGI	101:	Q40
		PROBE POR SPECIFIC NUMBER	
COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL	( 1/ 264)	How many different newspapers do members of your he themail in an average week?	susehold receive through
	( 11 207)	·· <b>·</b>	( 1/ 276)
<b>)5:</b>	Q38	\$E DK98	, ,
PROBE FOR SPECIFIC NUMBER	29.74.65		=> Q42 => Q42
Please think about the magazines do not come through the mail. How man magazines do members of your household purchase which do not come	ny an <del>neren</del> t through the	The state of the s	
nail?		102:	Q41A
SE.	( 1/ 265)	=> Q42 if Q40=0	
Ж98 <b>&gt;</b> Q40		PROBE FOR SPECIFIC NUMBER	
RF99 => Q40		Of the Q40 newspapers your household receives by ma	
		newspapers (7 days)? IF THE SUM OF NEWSPAPERS	IS MUKE ITAN IHE
		TOTAL THEY GET, YOU WILL BE TAKEN BACK TO TRY AGAIN.	
		TOTAL THEY GET, YOU WILL BE TAKEN BACK TO	THE BEGINNING TO
		TOTAL THEY GET, YOU WILL BE TAKEN BACK TO TRY AGAIN.  VERIFY IF OVER 6  \$E	
		TOTAL THEY GET, YOU WILL BE TAKEN BACK TO TRY AGAIN. VERIFY IF OVER 6	THE BEGINNING TO

103:	Q41B	110: Q43.
PROBE FOR SPECIFIC NUMBER	J. J	=> Q44 if Q42==0
Of the Q40 newspapers your household receives by mail, how many are newspapers (M-F only or Sat only)? IF THE SUM OF NEWSPAPERS IS ITHAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO BEGINNING TO TRY AGAIN.  VERIFY IF OVER 4	MORE	PROBE FOR SPECIFIC NUMBER  Of the <q42>newspapers not received by mail, how many are Daily newspapers ('days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  VERIFY IF OVER 6</q42>
\$E	1, 200 <sub>1</sub>	(1/293
DK		\$E DK98
	·	RF99
	Q41C	
PROBE FOR SPECIFIC NUMBER  Of the <q40>newspapers your household receives by mail, how many are V newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 4  ( \$E</q40>	Veckly THEY	PROBE FOR SPECIFIC NUMBER  Of the Q42>newspapers not received by mail, how many are Daily newspapers (M-Fonly or Sat only)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.
DK98		VERIFY IF OVER 4
RF99		\$E (1/295)
		DK98
	Q41D	RF
PROBE FOR SPECIFIC NUMBER	F	112:
Of the <q40>newspapers your household receives by mail, how many are Sunda newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  VERIFY IF OVER 3  \$E</q40>	THEY	PROBE FOR SPECIFIC NUMBER  Of the Q42>newspapers not received by mail, how many are Weekly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  VERIFY IF OVER 4
DK98		(1/297)
RF99		\$E
106-		DK
196: PROBE FOR SPECIFIC NUMBER	Q41E	N99
Of the <q40>newspapers your household receives by mail, how many are Monewspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL TO</q40>	THEY 1/ 286)	PROBE FOR SPECIFIC NUMBER  Of the <q42>newspapers not received by mail, how many are Sunday only newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  VERIFY IF OVER 3  (1/299)</q42>
100		DK98
	Q41F	RF99
=> * if Q40- (IF((Q41A<98),Q41A,0)+IF((Q41B<98),Q41B,0)+IF((Q 98),Q41C,0)+IF((Q41D<98),Q41D,0)+IF((Q41E<98),Q4 ) COMPUTED OTHER	1E,0)	114: Q43E  PROBE FOR SPECIFIC NUMBER  Of the <q42>newspapers not received by mail, how many are Monthly newspapers? IF  THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU  WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  VERIFY IF OVER 5</q42>
\$E		(1/301)
108: CF		\$E DK98
=> Q40 else => +1 if Q41F<0		RF99
COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL		115:
	/ 200) =	40.
109:  PROBE FOR SPECIFIC NUMBER  Please think about the newspapers that do not come through the mail. How different newspapers do members of your household purchase which do not	Q42	=> • if Q42- (IF((Q43A<98),Q43A,0)+IF((Q43B<98),Q43B,0)+IF((Q43C<98),Q43C,0)+IF((Q43D<98),Q43D,0)+IF((Q43E<98),Q43E,0) ) COMPUTED OTHER
through the mail?		\$E (1/303)
\$E	/ 291)	<b>**</b>
DK		116: CKNP2
RF	[·	=> Q42 else => +1 if Q43F<0
		COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL
	,	(1/305)

117:			Q44
=> +  if	Q38==0		
Of the newspapers n	ot received by mail,	how many are receiv	ed via the Internet? (1/306)
\$E			(17500)
DK			
			- <del></del>
118:			Q45
=>+1 if		(41A>97)AND(Q411 Q43A==0 OR Q43A	D==0 OR .>97)AND(Q43D==0 OR 
Does your Sunday asParade or Family		papers include a m	agazine supplement such
•	·		( 1/ 308)
YES			
DK		<i>.</i> 8	
RF	·	9	
119:			Q46
			types of advertisingyour
			vertising, or promotional receives through the mail
\$E			( 1/ 309)
DK			
RF	·	99	
120:		-	Q47
When members of y through the mail do y			
Usually read it			(1/311)
Usually scan it			
Read some, don't read it			
DON'T KNOW			
RF	,*	9	
121:	<del></del>	<del></del>	O48
Now, thinking only a	bout advertisements any members of yo	and coupons you rec ur household pass a	eived through the mail in
friends, family, co-w	orkers, or others?		( 1/ 312)
YES			( // 312)
NO			
RF		9	
100		. <del></del>	
122:	AND DESCRIPTION OF THE PARTY OF		SCRP4
Now, this question is	s directed to you per	sonally. Here are so	me statements that might
describe how you fee	el about receiving ad	lvertising or promoti	onal material through the
man, by telephone to	atough telemarketing doorkook through	television advertice	r advertisements, left in a ments, or through radio
advertisements.	assidast, datega	totovision Baveiuse	menta, or uncoder ratto
CONTINUE	*******************************	D	( 1/ 313)
123:		<del>(************************************</del>	O49A
Rotation ⇒ Q49J			
Which statement bes	t describes how you	personally feel abou	t receiving advertising or
promotional material Through the	READ ITEM?		
I would like to receiv	e more advertising a	and promotional mate	(1/314) rial in this way.
Some ads and promo	tions are interesting		t mind getting some that
don't interest me as le	ong as I also get som	e that do 2	
*********************	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	*******	•
RF			

124: Q491
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM?
By telephone through telemarketing
I would like to receive more advertising and promotional material in this way.
Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do., 2 I wish there were less advertising and promotional material in this way.  3
DK
125: Q49C
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM?  Through newspaper advertisements
I would like to receive more advertising and promotional material in this way.
Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do. 2 I wish there were less advertising and promotional material in this way.
DK
126: Q49D
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM?  Through email (electronic mail messages)
I would like to receive more advertising and promotional material in this way.
Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do., 2 I wish there were less advertising and promotional material in this way.
DK8
RF9
127: Q49E
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM?  Online on Web sites
( 1/318) would like to receive more advertising and promotional material in this way.
Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that don. 2 I wish there were less advertising and promotional material in this way.
DK
128: Q49F
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM?  In a plastic bag on doorknob
I would like to receive more advertising and promotional material in this way.
Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do 2 I wish there were less advertising and promotional material in this way.
DK8 RF9

129: Q	490
Which statement best describes how you personally feel about receiving advertising	ng or
promotional material READ ITEM ?  Through television advertisements	
(1/	320
I would like to receive more advertising and promotional material in this way.	
Some ads and promotions are interesting and enjoyable. I don't mind getting some t	hat
don't interest me as long as I also get some that do 2  I wish there were less advertising and promotional material in this way. 3	
wish dicte were less nevertising and promotional material in this way.	
DK	
Nr	
130: Q	49 F
Which statement best describes how you personally feel about receiving advertisin	ıg oı
promotional material READ ITEM ?  Through radio advertisements	
(1/	321
I would like to receive more advertising and promotional material in this way.	
Some ads and promotions are interesting and enjoyable. I don't mind getting some ti	hat
don't interest me as long as I also get some that do 2  I wish there were less advertising and promotional material in this way.  3	
***************************************	
DK	
131:	)49
Which statement best describes how you personally feel about receiving advertisin	g or
promotional material READ ITEM ? Through the fax machine	
(1/3	322)
I would like to receive more advertising and promotional material in this way.	
Some ads and promotions are interesting and enjoyable. I don't mind getting some the	hat
don't interest me as long as I also get some that do 2  I wish there were less advertising and promotional material in this way. 3	
DK8	
DK	<b>49.</b>
DK	
DK	
DK	g or
DK	Ig or 323)
DK	g or
DK	g or 323) hat
DK	g or 323) hat Q50
DK	g or 323) hat Q50
DK	g or 323) hat Q50 al in vice
DK	g or 323) hat Q5( al in vice ould
DK	g or 323) hat Q5( al in vice ould 324)
DK	Q5(al invice ould 324)

135: <i>PROBE FOR N</i> I	MBER ELLE	Bigu Pataya	ariyariya <b>ila</b>	Q5:
Within the past to	welve months, about he t of getting sales, adve	ow many orders of	lid members of t	his household
\$E				( 1/ 326)
			=> Q55	
KF	***************************************	99	=> Q55	
136:				Q5:
=> Q55 if	Q520			
PROBE FOR NO What about in the	MBER last month?			
\$E				( 1/ 328)
			=> Q55 => Q55	
<del></del>			——————————————————————————————————————	
137:	····	<del>.</del>	·	Q54A
=> Q55 if	Q53—0	maga		<del></del>
Of the <q53>ords OF ORDERS IS THE BEGINNIN</q53>	UMBER ers in the last month, he MORE THAN THE T G TO TRY AGAIN. IF OVER 20	ow many were pl	aced by phone?	F THE SUM N BACK TO
\$E				( 1/ 330)
<b>-</b>				
DK				
RF 138: PROBE FOR NU Of the <q53>orde</q53>	MBER as the last month, h	99 ow many were p	laced by mail? I	F THE SUM
138: PROBE FOR NE Of the Q53>orde OF ORDERS IS THE BEGINNIN VERIFY	MBER	99 ow many were p	laced by mail? I	F THE SUM
RF	UMBER  WAS to last month, b  MORE THAN THE 1  G TO TRY AGAIN,	ow many were p	laced by mail? I	F THE SUM V BACK TO
138:  PROBE FOR NE Of the Q53-ond OF ORDERS IS THE BEGINNIN VERIFY  \$E DK RF	UMBER  WAS to last month, b MORE THAN THE 1 G TO TRY AGAIN, IF OVER 15	ow many were p	laced by mail? I	F THE SUM N BACK TO ( 1/ 332)
RF	OMBER STATE TOOM, be the last month, be MORE THAN THE TO G TO TRY AGAIN.  IF OVER 15	99  ow many were p  FOTAL, YOU W 98 99	laced by mail? I	F THE SUM N BACK TO ( 1/ 332) Q54C
RF	WHER WAS MORE THAN THE TO TRY AGAIN. IF OVER 15  Q53-(IF((Q54A-	99  ow many were p  FOTAL, YOU W 98 99	laced by mail? I	F THE SUM N BACK TO ( 1/ 332) Q54C
RF	WHER WAS MORE THAN THE TO TRY AGAIN. IF OVER 15  Q53-(IF((Q54A-	99  ow many were p  FOTAL, YOU W 98 99	laced by mail? I	F THE SUM N BACK TO (1/332) Q54C (B,0))
RF	WHER WAS MORE THAN THE TO TRY AGAIN. IF OVER 15  Q53-(IF((Q54A-	99  ow many were p  FOTAL, YOU W 98 99	laced by mail? I	F THE SUM N BACK TO (1/332) Q54C (B,0))
RF	WHER WAS MORE THAN THE TO TRY AGAIN. IF OVER 15  Q53-(IF((Q54A-	99  ow many were p  FOTAL, YOU W 98 99	laced by mail? I	F THE SUM N BACK TO (1/332) Q54C (B,0))
RF	OMBER to the last month, be more than the TG TO TRY AGAIN.  IF OVER 15  Q53-(IF((Q54A-4))	ow many were protal, You w	laced by mail? I ILL BE TAKEN ((Q54B<98),Q54	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334) Q55 sehold make
RF	WABER  WAS IN THE 1ST	ow many were protal, You w	laced by mail? I ILL BE TAKEN ((Q54B<98),Q54	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334)
RF	WABER  WAS IN THE 1ST	ow many were protal, You w  98 99 99 98),Q54A,0)+IF  ow many purchase RIFY IF MORE	laced by mail? I ILL BE TAKEN ((Q54B<98),Q54	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334) Q55 sehold make
RF	WABER  WAS IN THE 18 TH	ow many were protal, You w  98 99 99 98),Q54A,0)+IF  ow many purchase RIFY IF MORE	laced by mail? IILL BE TAKEN  ((Q54B<98),Q54  ses did your hou THAN 100.  => SCRP5	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334) Q55 sehold make (1/336)
RF	WABER  WAS IN THE 18 TH	ow many were protal, You w  98 99 99 98),Q54A,0)+IF  ow many purchase RIFY IF MORE	laced by mail? IILL BE TAKEN  ((Q54B<98),Q54  ses did your hou THAN 100.  => SCRP5	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334) Q55 sehold make (1/336)
RF	WABER  WAS A CONTROL OF THE PARK THE TOTAL OF THE TOTAL O	ow many were protal, YOU were protal, YOU were protal, YOU were protal, YOU were protal was a second of the protal was a second o	ses did your hou THAN 100.  -> SCRP5 -> SCRP5	F THE SUM N BACK TO (1/332) Q54C (B,0)) (1/334) Q55 sehold make

142:	SCRP5
PRESS ENTER TO CONTINUE	
As we mentioned earlier, the Postal Service is interested in learning mo	
makes up its mail volume. Account statements from banks and or institutions represent a significant portion of that volume. The follow	
focus on bank accounts, credit card accounts, and other accounts such as	
IRA's, money market, stock brokerage, etc.	
•	( 1/ 341)
CONTINUE	
142.	O57A
143:	Q5/A
Now, how many of your accounts are READ ITEM ?  IRA or Keogh accounts	
INA Of Reogn accounts	( 1/ 342)
\$E	
DK98	
RF99	
144.	Q57B
144:	Q3/B
Bank, Savings & Loan, or credit union accounts	(1/344)
SE	( ,
DK98	
RF99	
	0550
145:	Q57C
Stock brokerage, commodity, mutual fund, or Money market acco	ounts (1/346)
\$E	( 1, 510)
DK98	
RF99	
146:	Q58A
How many of the following insurance policies do people in yo	ur household
have?Please exclude any policies held through their jobs.	
Property	(1/348)
\$E	• •
DK98	
RF99	
147.	Q58B
147:	
How many of the following insurance policies do people in you have?Please exclude any policies held through their jobs.	ar nousenou
Life	
	( 1/ 350)
\$E	
DK	
NI , and an	
148:	Q58C
How many of the following insurance policies do people in yo	-
have?Please exclude any policies held through their jobs.	
Health	
- IT	( 1/ 352)
\$E DK98	
RF 99	
149:	Q58D
How many of the following insurance policies do people in yo	our household
have?Please exclude any policies held through their jobs.	
Automobile	(4/254)
\$E	( 1/ 354)
DK98	
RF99	
150:	Q59A
In total, how many credit cards do people in your household have from R	EAD ITEM?
Retail stores - Sears, JC Penney, Wards, Macy's	( 1/ 356)
\$E	(1/300)
DK98	
RF99	

151: In total, how many credit cards do people in your household have from Ri	<b>Q59B</b> EAD ITEM ?
Gasoline and oil companies	( 1/ 358)
\$E DK98	
RF99	
152:	Q59C
In total, how many credit cards do people in your household have from RI	-
Bank credit cards, like Master Card and VISA	(1/360)
\$E DK98	
RF99	
4.50	
153:	Q59D
In total, how many credit cards do people in your household have from RI Credit card companies, like American Express and Diners Club	EAD HEM?
	( 1/ 362)
\$E DK98	
RF99	
154: The next set of questions are for classification purposes only. The answer	Q60
compare your household to other households with similar characterist	
yourself, how many persons live in your household?	
\$E	(1/364)
Refused99	
177	
155:	Q61
How many of them, are under age 6?	(1/366)
\$E Refused	
Refused	
156:	Q62
How many are between the ages of 6 and 12?	
\$E	( 1/ 368)
Refused 99	
107.	063
157: How many are between the ages of 13 and 17?	Q63
flow many are octween the ages of 15 and 17:	( 1/ 370)
\$E Refused	
RCIUSCI	
158:	Q65
⇒ * if Q60-(Q61+Q62+Q63)	
CREATE VARIABLE: ADULTS AGE 18+ in Household.	
	( 1/ 372)
159:	SCRP6
PRESS ENTER TO CONTINUE STATES	
The next questions concern the < Q65 > adults, 18 or older, that are in you	our household.
Let's begin with you.	(1/373)
CONTINUE	,,
160:	PSAMP
=> * if SAMPN	
PERSON SAMPLE NUMBER	(1/374)
9999999	

161:		PERNO
=> * if	\$R	
PERSON NUMB	ER	
\$E		(1/381)
ONE	01	
TWO	02	
	03	
	04	
	05	
	08	
	09	
TEN	10	
162:		YOU
=> * if	IF((\$R==1),1,2)	
PRONOUNS		
		( 1/ 383)
•.	1	
usy	2	
163:		YOUR
=> * if	IF((\$R1),1,2)	
		(1/384)
• .	1	,
their	2	
164:		RESTG
=> /+1 if	\$R==1	
And how about th	e next adult 18 or older. What is <your>gender?</your>	(41005)
MALE	1	( 1/ 385)
	2	
RF	9	
165:		RESTA
=> /+1 if	\$R=1	
Which cateory he	st describes <your>age?</your>	
· · men cargor, oc	or describes - 1 OOK - age;	(1/386)
	l	,,
	2	
	3	
	4	
	5	
	7	
	8	
	9	
166:		GEND
=> * if	IF((\$R==1),Q1.RESTG)	
COMPUTED GE	INDER	(4/307)
MALE		( 1/ 387)
	2	
	9	•
4.55		
167:		AGE
≠> * if	IF((\$R==1),Q2,RESTA)	
COMPUTED AC	BE .	(41000)
	1	( 1/ 388)
22 - 24	2	
	3	
	4	
	······5	
	6	
704.	7	
	<b>9</b>	
	9	
N/A, Refused		

168:			Q68
What is         YOUR > marital status?           Married         1           Living as married         2			( 1/ 389)
Single, never been married         3           Divorced         4           Separated         5           Widowed         6           N/A, Refused         9			
169:		F45	060
Are <you>currently</you>			Q69
Employed full-time         1           Employed part-time         2           Retired, or         3           Not employed?         4           N/A, refused         9		=> Q72 => Q72	( 1/ 390)
170:			Q70
Have <you> been employed within the last 12 month YES</you>	is?	=> Q72	( 1/ 391)
171:			0.71
Are <you> currently</you>			Q71
A student		=> Q79 => Q79 => Q79 => Q79	( 1/ 392)
Temporarily laid off         4           Retired         5           Other, SPECIFY         6           N/A, Refused         9	0	=> Q79 => Q79	
Retired 5 Other, SPECIFY 6		=> Q79	<b>Q72</b> u <you>heid? (1/393)</you>
Retired	r the l	=> Q79	nt <you>held?</you>
Retired 5 Other, SPECIFY 6 N/A, Refused 9  172: Which category best describes YOUR > occupation or White collar - professional, manager, owner 1 White collar - sales, clerical, technical 2 Blue collar - craftsmen/foremen, mechanic 3 Service worker - food, health, cleaner, yard 4 Other: SPECIFY 7 N/A, refused 9	or the l	=> Q79	n <you>heid? ( 1/ 393)</you>
Retired 5 Other, SPECIFY 6 N/A, Refused 9  172: Which category best describes <your>occupation or White collar - professional, manager, owner 1 White collar - sales, clerical, technical 2 Blue collar - craftsmen/foremen, mechanic 3 Service worker - food, health, cleaner, yard 4 Other: SPECIFY 7 N/A, refused 9  173: What was the last grade<you>completed in school? 8th grade or less 1 Some high school 2 High school graduate 3 Some college 4 Technical School Graduate 5 College graduate 6 Postgraduate work 7</you></your>	or the l	=> Q79	Q79
Retired 5 Other, SPECIFY 6 N/A, Refused 9  172: Which category best describes <your>occupation or White collar - professional, manager, owner 1 White collar - sales, clerical, technical 2 Blue collar - craftsmen/foremen, mechanic 3 Service worker - food, health, cleaner, yard 4 Other: SPECIFY 7 N/A, refused 9  173: What was the last grade<you>completed in school? 8th grade or less 1 Some high school 2 High school graduate 3 Some college 4 Technical School Graduate 5 College graduate 5 College graduate work 7 N/A, refused 9</you></your>	O	=> Q79	Q79 (1/394) Q81 some other race?
Retired	O	=> Q79	Q79 (1/394)
Retired	O	=> Q79	Q79 (1/394) Q81 some other race? (1/395)
Retired	o O	=> Q79	Q79 (1/394) Q81 some other race?
Retired	o O	=> Q79	Q79 (1/394) Q81 some other race? (1/395)

176:	S	CORE
=> * if		
	V01(Q82≈1)*((V01(GEND=1)*1000)+(V01(GEND= )+AGE)	2)*500
CALCULATE SCOR	RE BASED ON WHETHER HEAD OF HOUSEHOLI	
\$E		( 1/ 397)
177:	P	REND
END OF PERSO	NP 对于基础的 医新足线 的复数 有效 医皮肤 (基础)	> IN
GO TO NEXT ADUI	LT PERSON1	( 1/ 401)
	EMBERS2 => WHOHH	
178:	<del></del>	нонн
=> * if	CMX(SCORE)	
WHO IS HEAD OF MALE. IF IT IS IN CATEGORY.	HOUSEHOLD. IF THIS NUMBER IS IN THE 1000'S, THE 500'S, HH IS FEMALE. THE LAST DIGIT IS TH	HH IS E AGE
\$E	(	( 1/ 626)
179:	H	HAGE
=> * if	IF((WHOHH>1000),WHOHH-100,WHOHH-500)	
HH'S AGE		1/ 630)
	1	•
	3	
	4	
45 - 54	5	
	····. <u>6</u>	
	9	
180:		LKI
≠> * if	RXY(1,SCORE)	
LOOK AT ROW I	,	1/ 631)
\$E	`	17 031)
181:		LK2
=> <b>♦</b> if	RXY(2,SCORE)	
LOOK AT ROW 2		*****
\$E	<u> </u>	1/ 635)
182:		LK3
=> * if	RXY(3,SCORE)	
LOOK AT ROW 3		1/ 639)
\$E		11 033)
183:		LK4
=> * if	RXY(4,SCORE)	
LOOK AT ROW 4	·— (	1/643)
\$E		
184:		LK5
=> * if	RXY(5,SCORE)	
LOOK AT ROW 5	(	1/ 647)
<b>₽</b> □		

	LKO
≈>** if RXY(6,SCORE)	
LOOK AT ROW 6	
<b>S</b> E	( 1/ 651)
186:	LK.
=> * if RXY(7,SCORE)	
LOOK AT ROW 7	
\$E	( 1/ 655)
187:	LK
=> • if RXY(8,SCORE)	
LOOK AT ROW 8	
\$E	( 1/ 659)
188:	LKS
⇒> • if RXY(9,SCORE)	
LOOK AT ROW 9	· · · · · · · · · · · · · · · · · · ·
\$E	( 1/ 663)
189:	HHROW
=> • if IND(WHOHH,LK1,LK2,LK3,LK4,L1	
WHICH ROW IS THE OLDEST HH	
\$E	(1/667)
190:	нязсн
=> * if RXY(HHROW,Q79)	
HIGHEST SCHOOL ATTENDED BY HH	
8th grade or less	( 1/ 669)
Some high school2	
High school graduate	
Some college	
College graduate 6	
Postgraduate work	
N/A, refused	Q84
N/A, refused	for last year. Please tell
N/A, refused	for last year. Please tell asover \$50,000 or under
N/A, refused	for last year. Please tell asover \$50,000 or under
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670)
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670)
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85
N/A, refused	for last year. Please tell asover \$50,000 or under your household who are ( 1/ 670) Q85

=> +1 if	NOT Q84=2	
		(1/673)
<b>SE</b> 8 11		(1/0/3)
	08	
	10	
	911	
	912	
\$150,000 and over.	13	
	98	
RF	99	
194:		INCOM
=> * if	IF((Q84<9), IF((NOT Q85=WR), Q85, Q8	36),99)
INCOME STRATA		
INCOME STRAIN		( 1/ 675)
Under \$7,000 a yea	r01	, ,
\$7,000 - \$9,999 a y	ear02	
\$10,000 - \$14,999.	03	
	04	
	05	
	Ω6	
	07	
	08	
	9911 9912	
	98	
	99	
195:		Q66
	earners (workers) earning at least \$5,000 per	vear are there in Your
household?	minors (workers) carring at rouse so, ooo per	,
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		( 1/ 677)
\$E		
	98	
RF	99	
<del></del>		0/5
196:		Q67
How many wage e	arners, earning any income, are there in your	household?
		( 1/ 679)
\$E	20	( 1, 0.5)
	98	( 11 0.0)
KF	Δ0.	( 1. 6. 5)
	99	( 11 010)
	99	
197:		Q87
		Q87
197: Do you own or ren	nt your home?	
197: Do you own or ren	ot your home?	Q87
197: Do you own or ren Own	nt your home?	Q87
197: Do you own or ren Own	nt your home?	Q87
197: Do you own or ren Own	nt your home?	Q87
197: Do you own or ren Own	nt your home?129	Q87 ( 1/ 681) Q88
197: Do you own or ren Own	nt your home?	Q87 ( 1/ 681) Q88
197: Do you own or ren Own	nt your home?129	Q87 ( 1/ 681) Q88
197: Do you own or ren Own	nt your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER
197: Do you own or ren Own Rent	at your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER
197: Do you own or ren Own Rent	u lived in your present bome? IF LESS THA	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER
197: Do you own or ren Own Rent	at your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	u lived in your present bome? IF LESS THA	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER
197: Do you own or ren Own	u lived in your present home? IF LESS THA	Q87 ( 1/ 681)  Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own	u lived in your present bome? IF LESS THA	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	at your home?	Q87 ( 1/ 681)  Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	1	Q87 ( 1/ 681)  Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	1	Q87 ( 1/ 681)  Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own	ut your home?	Q87 ( 1/ 681)  Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own	nt your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	nt your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER ( 1/ 682)
197: Do you own or ren Own Rent	nt your home?	Q87 ( 1/ 681) Q88 N ONE YEAR, ENTER ( 1/ 682)

200:		Q90
=>+1 if	NOT Q89=5	
Which type of hotel	do you live in?	
B. D. Maral	1	( 1/ 685)
	ermanent Transient Hotel3	
	9	
201:		Q91
=> +1 if	NOT(Q89=2 OR Q89=5)	
About how many u	nits are connected to the property?	
-		( 1/ 686)
	1	
	3	
	4	
10+	5	
RF	9	
202:		Q92
	mber of your household have a busin	•
household?		( 1/ 687)
VEC	1	(1/68/)
	2	=> Q96
	8	=> Q96
RF	9	=> Q96
		082
203:		Q93
About how many RESPONSE IF '0'	pieces of mail does the business	receive each week? VERIFY
KESFONSE IF U		( 1/ 688)
\$E		
	98	
RF	99	
204:		Q94
And about how m	any pieces of mail does the busine	ess send each week? VERIFY
RESPONSE IF '0'		
**		( 1/ 690)
\$E	98	
	99	
205:		Q95
Do you do a lot of	business work from your home?	( 1/ 692)
YES	1	( 202)
NO	2	
•	9	•
		SCRP7
206:	ou do your household diary that we a	re intermeted only in household
mail, so please do	not count this business mail nor r	ecord it in your diary. PRESS
ENTER TO CONT		
CONTRILE	1	( 1/ 693) D
CONTINUE	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
207:		Q96
Do you plan to sen	d out a large number of items like Cl	ristmas cards, party invitations,
wedding invitation	s, club news, etc., during the next sev	en days?
VEC	1	( 1/ 694)
	2	
	9	
•		<del></del>

PRESS FIO FOR LIST OF GIFTS	to ail E,
Refused to do diaries9 => INT03	_
209: GII	FT
=> Q97 if Q97=2 AND NOT PSU=01,05,21,27	╗
Which gift would you like to receive for participating in our survey?  (1/69 \$20 donation in your name to the Lance Armstrong Cancer Foundation	6)
Autographed print of Lance Armstrong, winner of the 1999 Tour de France 2	
1999 Tour de France commemorative USPS Team Cap (1 size fits all) 3	
1999 Tour de France commemorative USPS Team T-Shirt (1 size fits all) 4	
\$20 cash	
1999 Tour de France Commemorative Cap and T-shirt 7	
\$25 cash	
210: O	 20
=>+1 if NOT Q97=2	<u> </u>
	٢
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	] ?)
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	_
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	_
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S
What time is the best time to deliver the diary package to your home?  RECORD RESPONSE	S S S

212:		ASSNP
=> +1 if	Q97=1	
*** RESPONDENT	WANTS DIARY PACKET DELIVERED<097	
\$E 136 151		( 1/ 701)
May 22-28	136 N	
May 29-June 4	137 N	
June 5-11	138 N	
	139 N	
	140 N	
June 26-July 2	141 N	
July 3-9	142 N	
	143 N	
July 17-23	144 N	
July 24-30	145 N	
Ang 7.13	146 N	
Aug 14.20	147 N	
Aug 21_27		
Aug 28_Sent 3	149 N 150 N	
Sept 4-10	150 N	
213:		ASSN
=> * if	IF((Q97=1),ASSNM,ASSNP)	
COMPUTED ASSN		(1/704)
\$E 136 151		(1/704)
	136	
May 29-June 4	137	
June 5-11	138	
June 12-18	139	
	140	
June 26-July 2	141	
	142	
	143	
	144	
	143	
	147	
	148	
	149	
Aug 28-Sept 3	150	
	151	
214:		POSTP
=> * if	V01(ASSN>136 AND ASSN<141)*10+V01(A	SSN>140
	AND ASSN<145)*11+V01(ASSN>144 AND ASSN<149)*12+V01(ASSN>148 AND ASSN	
POSTAL PERIOD		
\$E		( 1/ 707)
10TH PERIOD	10	
1 ITH PERIOD	11	
12TH PERIOD	12	
13TH PERIOD	13	
	14	
15TH PERIOD	15	
215:	······································	POSTQ
=> * if	V01(POSTP=10-13)*4+V01(POSTP>13)*5	
POSTAL QUARTER		(1/709)
4TH QUARTER 5TH QUARTER	4 5	(1/709)

Now, I'd like to verify your home's mailing address and your phone named as for respondent's mane and then read address. Correct if needed "PROME FOR SITE-APT HUMBER" "NAME CAN NOT BE BLANK RESPONDENT NAME. PROSENT HAME. PROSE	THE NAME
PHONE: \$N  IS PHONE NUMBER CORRECT? #VPHON 1 YES 2 NO	
PHONE: ●TELO1 FORMAT: 999-999-9999	
216:	RESPN
RESPONDENT NAME	( 1/ 710)
A*************************************	(17710)
217:	VADD
WAS ADDRESS CORRECT?	
YES	( 1/ 740)
218:	MADDR
ADDRESS IMPORTED CAN CHANGE	
\$P	(1/741)
219:	MSUIT
APT#	
	( 1/ 776)
220:	MCITY
CITY NAME MAILING IMPORTED CAN CHANGE	( 1/ 784)
<b>\$</b> P	( / 0.4)

/	
221:	MSTAT
STATE IMPORTED CAN CHANGE	
<b>AA</b> _	( 1/ 799)
ALABAMAAL	
ALASKAAK ARIZONAAZ	
ARKANSASAR	
CALIFORNIACA	
COLORADOCO	
CONNECTICUTCT	
DELAWAREDE	
DISTRICT OF COLUMBIADC FLORIDAFL	
GEORGIAGA	
HAWAII HI	
IDAHOID	
ILLINOISIL	
INDIANAIN	
IOWA	
KENTUCKY KY	
LOUISIANA	
MAINEME	
MARYLANDMD	
MASSACHUSETTSMA	
MICHIGANMI	
MINNESOTA	
MISSOURI	
MONTANA	
NEBRASKANE	
NEVADANV	
NEW HAMPSHIRENH	
NEW JERSEYNJ NEW MEXICONM	
NEW YORKNY	
NORTH CAROLINA	
NORTH DAKOTAND	
OHIOOH	
OKLAHOMAOK OREGONOR	
PALAUPW	
PENNSYLVANIAPA	
RHODE ISLANDRI	
SOUTH CAROLINASC	
SOUTH DAKOTASD TENNESSEETN	
TEXASTX	
UTAHUT	
VERMONTYT	
VIRGINIAVA	
WASHINGTONWA	
WEST VIRGINIAWV WISCONSINWI	
WYOMINGWY	
<u> </u>	
222:	MZIP1
ZIP CODE IMPORTED CAN CHANGE	
20000	( 1/801)
99999 DK/RF99999	
223:	MZIP2
PLUS 4 IMPORTED CAN CHANGE	
•	( 1/ 806)
9999 DV /PF	·
DK/RF9999	
224:	VPHON
WAS PHONE NUMBER CORRECT?	11 11014
THE THE TOTAL CORRECT:	(1/810)
/ES 1 D => /+2	,
YO2	

AITW BUONE AR A OPEN	TELOI
NEW PHONE NUMBER	( 1/ 811)
999-999-9999	- 112
226: Is there an alternate phone number that we can reach you at?	ISALT
·	( 1/ 823)
Yes	
227:	ALTPH
And what is that alternate number? FORMAT: ###-####	(4/854)
999-999-9999	( 1/ 824)
228:  A few days after we mail your diaries, we want to call to make sure yo them and also to remind you of the dates we need you to track your mail to this, should we call you at this number or is there a different number would prefer to be called? THE NUMBER IS: \$N READ NORESPONDENT	for, When we er where you JMBER TO
YES, THIS NUMBER OK	( 1/ 836)
229:	ОТНРН
And what is the number? FORMAT: ###-####	( 1/ 837)
999-999-9999	(
230: READ LIST Would you prefer to be called in the	APPT
Morning1	( 1/ 849)
Afternoon	
231:	INT03
=> +1 if NOT 097=9	111103
PRESS ENTER TO CONTINUE	Tablia.
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.  REFUSED TO DO DIARIESRF D >> /END	( 1/ 850)
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.	-
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.  REFUSED TO DO DIARIESRF D => /END	(1/850) THANK It to use your light have. At
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.  REFUSED TO DO DIARIES	THANK THANK To use your tight have. At evening/day.
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.  REFUSED TO DO DIARIES	THANK

=> * if	1E//CU> 1200	AND CUZICON	Q10
AND \$H<1800)		AND \$H<1600),	,2,iF((\$H~133)
TIME OF CONTACT			****
TIME OF CONTACT			( 1/ 854
BEFORE NOON	1		(1,00-
NOON - 3:59PM	2		
4PM - 6PM	3		
AFTER 6PM	4		
235:	<del></del>		014
=> • if ST			Q16
INTERVIEW LENGTH			
			( 1/ 855
236:			IN
Enter Final Disposition.			( 1/ 859
Continue		N =>/END	, 300
No Answer		N =>/END	
Busy		N =>/END	
Answering Machine		N ⇒>/END	
Disconnect		N =>/END	
Computer/Fax Machine		N =>/END	
Business/Government		N ≖>/END N ⇒>/END	
Refused.		N ⇒>/END ⇒>/END	
Deaf/Language Barrier		N =>/END	
Complete		CD => /END	
Cail Back		N =>/CB	
Spanish Callback		=> /CB	
Partial Complete		->/CB	
Over Quota		N =>/END	
Remove my name from your mailing list			OL
remove my name noni you mannix us	t. Do not ever	call me again.	OL
		call me again. => OLIST	OL
			OL
Not Qualified		=> OLIST	OL
Not Qualified		=> OLIST	NOTE
Not Qualified	NQ	=> OLIST N => /END	NOTE
Not Qualified	YOU WON'	=> OLIST N => /END	NOTE
Not Qualified	YOU WON'T	=> OLIST N => /END T BE ABLE TO YOU WANT.	NOTE READ YOU
Not Qualified	YOU WON'T	=> OLIST N => /END	NOTE READ YOU
Not Qualified	YOU WON'T	=> OLIST N => /END T BE ABLE TO YOU WANT.	NOTE READ YOU (1/861
Not Qualified	YOU WONT	-> OLIST N -> /END T BE ABLE TO YOU WANT.	NOTE READ YOU (1/861
Not Qualified	YOU WONT	-> OLIST N -> /END T BE ABLE TO YOU WANT.	NOTE READ YOU (1/861
Not Qualified	YOU WONT	-> OLIST N -> /END T BE ABLE TO YOU WANT.	NOTE READ YOU (1/861 F E CAN REAL
Not Qualified	YOU WON'TAYS WHAT Y	-> OLIST N -> /END T BE ABLE TO YOU WANT.	NOTE READ YOU (1/861 F E CAN REAL
	YOU WON'TAYS WHAT Y	-> OLIST N => /END I BE ABLE TO YOU WANT. O	NOTE READ YOU (1/861 F E CAN REAL
Not Qualified	YOU WON'T AYS WHAT Y	-> OLIST N => /END  T BE ABLE TO YOU WANT.  O  TOUS! ANYON	NOTE READ YOU (1/861 F E CAN REAL (1/862
Not Qualified	YOU WON'T AYS WHAT Y	-> OLIST N => /END  T BE ABLE TO YOU WANT.  O  TOUS! ANYON	NOTE READ YOU (1/861 F E CAN REAL (1/862
Not Qualified	YOU WONTAYS WHAT YOU SEE CAUT	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  TOUS! ANYON O , we are affering	NOTE READ YOU  (1/861  FE CAN REAI  (1/862
Not Qualified	YOU WONTAYS WHAT YOU SEE CAUTE IN this study to the Lance A	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering	NOTE READ YOU  (1/861  FE CAN REAI  (1/862
Not Qualified	YOU WONTAYS WHAT YOU SEE CAUTE IN this study to the Lance A	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering	NOTE READ YOU!  (1/861  F E CAN REAL  (1/862
Not Qualified	YOU WONTAYS WHAT YOU SEE CAUTE IN this study to the Lance A	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering	NOTE READ YOU!  (1/861  F E CAN REAL  (1/862
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT SO ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation is your name to 1899 Tour de France commencative Tea 425 in cash	YOU WONTAYS WHAT YOU SEE CAUTE IN this study to the Lance A	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering	NOTE READ YOU!  (1/861  F E CAN REAL  (1/862
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S/ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation in your name t 1999 Tour de France commendative Tee \$25 in cash	YOU WONTAYS WHAT YOU SEE CAUTE IN this study to the Lance A	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering	NOTE READ YOUI (1/861  FE CAN REAL (1/862 (a choice
Not Qualified	YOU WON'T AYS WHAT Y 	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering restrong Cancer F birt.	NOTE READ YOU!  (1/861  FE CAN REAL  (1/862  (a choice  coundation.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation in your mane to 1999 Tour de France commencrative Test 325 in cash  ### 100 239:  PRESSENTER TO CONTINUE	YOU WON'T AYS WHAT Y 	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering restrong Cancer F birt.	NOTE READ YOU!  (1/861  FE CAN REAL  (1/862  (a choice  coundation.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation in your mane to 1999 Tour de France commencrative Test 325 in cash  ### 100 239:  PRESSENTER TO CONTINUE	YOU WON'T AYS WHAT Y 	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering restrong Cancer F birt.	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  coundation.
Not Qualified	YOU WON' AYS WHAT Y  S BE CAUT  in this study to the Lance A  m Cap and T-s	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are offering restrong Cancer F birt.	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  coundation.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation is your name to 1999 four de France commencative Temps to 19	YOU WON' AYS WHAT Y  S BE CAUT  in this study to the Lance A m Cap and T-s	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering	NOTE READ YOU!  (1/861  FE CAN REAL  (1/862  a choice  coundation.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation is your name to 1999 four de France commencative Tea 325 in cash  #F10  239:  PRESS ENTER TO CONTINUE GIFTS LISTING  CONTINUE	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LENCE AT THE CAP and T-si	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  coundation.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation is your name to 1999 four de France commencative Temps to 19	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LENCE AT THE CAP and T-si	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  comdetion.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S. ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your participation of several gifts:  \$25 chartable donation is your name to 1999 Tour de France commonative Teats in cash  ### ### ### ### ### ### #### ########	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LENCE AT THE CAP and T-si	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  comdetion.
Not Qualified	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LENCE AT THE CAP and T-si	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering restrong Cancer F birt.	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  condition.
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE. ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation is your name to 1999 four de France commencative Tea 325 in cash  #F10  239:  PRESS ENTER TO CONTINUE GIFTS LISTING  CONTINUE	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LENCE AT THE CAP and T-si	-> OLIST N => /END  I BE ABLE TO /OU WANT.  O  IOUS! ANYON  O , we are offering	NOTE READ YOU!  (1/861  FE CAN REAL  (1/862  (a choice  coundation.  FI  (1/863
237: ENTER NOTES FOR SUPERVISOR NOTE LATER, SO MAKE SURE IT S./ ENTER NOTES  238: ENTER NOTES  ENTER NOTES TO INTERVIEWER WHAT YOU PUT HERE.  ENTER NOTES  In appreciation for your perticipation of several gifts:  225 chartable donation in your name to 1999 four de France commonative Tea 925 in cash  #F10  239:  **RESS ENTER TO CONTINUE**  GIFTS LISTING  CONTINUE**  240: What would be a good day and time to co.	YOU WON'TAYS WHAT YOU SEE CAUTE IN THE STAND TO THE LANCE A THE CAP and T-size Ca	-> OLIST N => /END  I BE ABLE TO YOU WANT. O  IOUS! ANYON O , we are affering restrong Cancer F hirt.	NOTE READ YOU  (1/861  FE CAN REAL  (1/862  (a choice  condition.

242:			OLIST
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Would you please tell me why you do not want to participate in our survey?			4440
ENTER RESPONSE		DO	( 1/ 0)



### **Appendix B2: Diary Package**

Advanced Letter



March 8, 2001

John Smith 123 Main Street Metropolis, MD 00001

Dear Smith Family:

Like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and now boasts a 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service well into the next century, the U.S. Postal Service is conducting its *Household Diary Study*.

By participating in this study, you will help us continue to improve postal services. You, together with a few other families in the «ZIP» ZIP Code, have been selected to provide a snapshot of mail received and sent, delivery service quality, and customer satisfaction. Your household will be provided a postal diary in which to record this information. The information you provide will help us make important decisions on how improve our performance and invest in equipment, facilities, new programs, and new technologies to better serve you.

in appreciation for your participation in this study, we are offering a choice of several gifts:

- A charitable donation of \$20 in your name to the Lance Armstrong Cancer Foundation.
- Autographed print of Lance Armstrong, member of Team USPS, winner of the 1999 Tour de France.
- One of the following 1999 Tour de France commemorative items from the United States Postal Service (team sponsor) and outfitter Pearl Izumi USPS Team Cap or T-shirt.
- Twenty dollars in cash.

A survey specialist from NuStats, our partner in this study, will call you in the next few days to confirm your participation, answer questions about the survey, and ask you some general questions about your household and the mail it receives and sends. All information collected will be strictly confidential in order to protect your privacy. A diary package to record your household's mailing activity will then be delivered to your home.

To learn more about this important survey, please visit our Web site at www.nustats.com or telephone your local postmaster at your local post office. Thank you for joining us in our Household Diary Study.

Sincerely,

William J. Hendersc

Official Sponsor of Team USPS
Winner of the 1999 Tour de France
United States Postal Service



#### **Appendix B2: Diary Package**

Instruction Booklet



# Household Diary Instruction Booklet

- Sort and number your mail according to the type of postage. (see page 1 of the MONDAY diary for the categories)
- Count the number of pieces of each type of mail and record this number on page 1 of the MONDAY diary.
- Go to the QUESTION SHEETS tab in the instruction booklet. Read each question and record the answers in the MONDAY diary for each mail piece received. The examples under the MAIL MARKINGS tab will help you classify your mail.

If you have any questions as you complete your diary, read this instruction booklet or call:

1-888-643-USPS (8777)

available 11am to 9pm Central Standard Time (Mon-Fri)
12pm to 6pm Central Standard Time (Sat and Sun)





# **About the Household Diary**

#### **Diary Purpose**

The purpose of the diary is to record the mail your entire household receives and sends. We are interested only in household mail. We are also interested in the electronic communications that your household receives and sends that are not work-related. Again, our interest is tracking the flow of mail your household receives and sends – traditional mail as well as electronic communications.

#### **Diary Format**

You have seven (7) Household Diaries – one for each day – Monday through Sunday. The diaries are used to record the mail your household (that is, all household members) receives and sends each day. Pages in the diaries are color-coded. The colors refer to five (5) types of traditional mail and electronic communications, which is a sixth type. You need to record all mail

sent and received for these six types. All information relating to the specific type of mail is on the color of paper noted below.

1. Purple:

First-Class or Expedited Mail

2. Blue:

Standard, Bulk Rate, or Non-profit Mail

3. Peach:

Unaddressed (no address label at all) Mail

4. Yellow:

Magazines, Newspapers, or Other Periodicals

5. Green:

**Packages** 

6. Pink:

**Electronic Communications** 

## Special Circumstances

Diary Cover

Thank You!

UNITED STATES POSTAL SERVICE.

HOUSEHOLD DIARY

MONDAY

- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily diary for the day you return.
- If you accidentally forget to pick up mail for a day, include all of the mail under the next day's mail.
- Please remember to include Sunday in your diary week. While you may not receive mail on Sunday, you may send mail out.





# Frequently Asked Questions (FAQ)

### 1. How long does it take to fill out the diary each day?

The first time you fill out the diary, it may take the average household up to 30 minutes because you are just becoming familiar with the instructions, questions, diary, and mail markings. After the first day, it should take no longer than 10 or 15 minutes depending on how much mail you receive.

### 2. What are mail markings?

Mail markings indicate the type of mail and the amount of postage paid. Mail markings are typically in the top right-hand corner of the mail piece, above or below the address and inside the window of an envelope. Go to the MAIL MARKINGS tab in the instruction booklet for examples of mail markings.

### 3. Is the postage paid to mail back the diaries and mail markings?

Yes, a pre-paid Priority Mail envelope is included. Return all completed diaries and your mail markings. You do not need to return any of the instruction materials.

# 4. I have some personal mail (or e-mail) sent to me at my office. Should I include the mail in the count of mail I receive?

No, include only personal household mail sent to your home address.

## 5. Do we include mail markings with our completed diaries?

Yes, place mail markings, with the mail piece number and classification you have assigned written on them, in the daily envelopes with your completed diaries.

## 6. What if there are mail markings inside a window envelope? Do I send it in?

If the mail marking is on a mail piece that you don't need to keep, please send it in. If you need to keep it, please provide a description of the markings inside the window on the portion that you do send.

continued on next page →





#### 7. Do we keep track of mail we send out?

Yes, answer the MAIL SENT question sheet (purple) and record your answers on pages 4 and 5 of the Household Diary for each day.

#### 8. Are catalogs recorded as magazines, newspapers, or other periodicals?

Most catalogs are sent BULK or STANDARD rate so check the mail marking, and record the catalog under the appropriate mail classification.

# 9. The return address is sometimes hard to find, particularly on magazines, newspapers, and some other types of mail. Where should I look?

Return addresses on magazines are often inside the front cover, or on the title page with publishing information, or on the paper wrapper the magazine is shipped in. Return address information on newspapers is sometimes at the top of the front page, above the headline, or inside the paper, near the publishing information or masthead on the editorial page.

### 10. How do we include advertising that is included in bills?

If the bill is a first-class mail piece, questions about the advertisements are asked on the REGULAR FIRST-CLASS, PRESORTED FIRST-CLASS OR EXPEDITED MAIL RECEIVED question sheet (purple). (Questions K-P)

If the bill is a standard, bulk rate or nonprofit mail piece, questions about the advertisements are asked on the PRESORTED STANDARD, BULK RATE OR NONPROFIT ORGANIZATION MAIL RECEIVED question sheet (blue). (Questions O-R)

# 11. No one person in our household opens all the mail. How can I answer questions about other people's mail without opening it?

Record as much information as you can without opening mail addressed to others. Ask other people the questions you can't answer and record their answers. Leave anything you can't answer blank.

If you have any questions call:

1-888-643-USPS (8777)

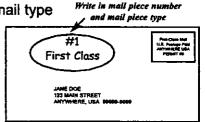
available 11am to 9pm Central Standard Time (Mon - Fri)
12pm to 6pm Central Standard Time (Sat and Sun)





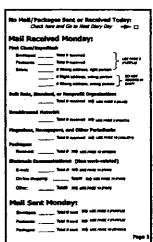
## **Instructions for Filling Out the Diary**

- 1. Sort your "traditional" mail. Go to "Sorting Mail" tab for instructions on sorting your mail. Review examples of mail markings under the "Mail Markings" tab. If you have problems sorting your mail, call the hotline at 1-888-643-USPS (8777).
- 2. Number the mail pieces within each type of mail. First write the mail type on each piece of mail and then number the mail pieces. The top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class mail. Then number the four other types of traditional mail.



- 3. Go to "Example Diary" tab and review the example diary page. An example of a completed diary page is included to indicate how to properly fill out the diary.
- **4. Complete page 1 of the daily diary.** On this page, record the total number of mail pieces of each type that the household received and sent on that day.
  - For First-Class or Expedited mail, there are spaces for recording several different kinds of errors in delivery and addressing.
    - Wrong Address, Right Person: Answer questions about mail piece using the purple pages.
    - Right Address, Wrong Person: Do not answer questions about this mail piece.
    - Wrong Address, Wrong Person: Do not answer questions about this mail piece.
  - There are spaces for logging different kinds of electronic 

    communications. Logging the information here will help you answer questions about the electronic communications in the diary.





5. Locate and read the question sheets. The question sheets are under the "Question Sheets" tab and are color-coded for each type of mail. There is one question sheet for each type of mail (i.e. First-class, Standard/Bulk etc.) Each question sheet contains both the questions and the answer codes. For each mail piece, record the answer codes on the answer sheets found in the diaries. (See below) DO NOT RECORD YOUR ANSWERS ON THE QUESTION SHEETS.

Regular First-Class, Pr or Expedited M						
AN ART METERS AND ARREST AREA AND ARREST ARREST AND ARREST AND ARREST AND ARREST AND ARREST AND ARREST AND ARREST ARRES						
A. SINGLOPE OR POSTCARD: Was the montplace an envelope, postcard or catalog/fpor?						
1	1 Complete					
_ 1 Contact						
9. ACCRESAGE: Mai programs addressed in						
1 Mary hour or handware	1 (200) (400) 10					
2 Feminance promotes	1 This way					
3 Main & Personal State and State & Street	L Copies despitation (Spirity on Const. See St.					
4 Climat aged (18 and arek)						
C. 29 CODE: Year year 29 code included in the east	men?					
T Yes-the conta	3. No - My magazine (Application)					
- A Trade Contract Co						
D. BAR CODE: Was a lay tools private on this mail )	كبالنشانيا فاتلدية نشيانية بالاجهيد					
1 Year - directly strong or before the contrast	4 Yes - hear signs games may begin market					
3 700 - 1000 - 1000 - 1000 - 1000 - 1000	1. Yes - safespiles white					
2. Year- on home date some had in windows	6 Protestando					
E. SEREER 20: Was the percented in the re-						
1 Yes - Date States	5 No - production and analysis					
2. Top - Top delty - top						
F. CLASS: Med Circultenties (Cont) have studied to						
1 Report Free Class	12 Million					
2 Property Pro-Comb or Property or PP	() Commercial spin on Capita Spinson Spinson St.					
1 AARG	H. Greenware Bast all English (FEMALTY)					
S. AUTOCP, as AC. S. Brigo Press, as SHOLP, as 30°	M. Esperatus M. Properties					
T Instant Orders	17 Assemb					
a. Carther	N. Particular					
6 Regerent	10 UPS Carried Property Streets					
***************************************						
11 Mart how receive the UE	مينسب دريون وحبد بمبحار جيره بلطنت داد					
S. MAIL TYPE: Type of 1808 (1999) in anny come found						
	Perform or Surveyore					
1 Publishman Grady Cord 2. Other Sensing Cords (Strikeley, Sprayary, Nursk year)	12 Partie of Section 2 Parties of the Section 2					
1 constant contract the let	M Conflicts and					
4 Later State State of State o	7					
1	3.5					
L. Oler present Speak or Anny super 3	17 Process or the desiration printless Statement					
F 100 AMERICAN 1 - 8 + 807 70 8	16. Performance in regions of empty substitute					
	The Publish Continues to Section of Section 1					
7 Account of the last of the l	20 Service and Advantage (Service)					
A. Papase to Dynama	31 Dies best-resignation (Speach on Day page 3)					
8 CodePates or Ward you by devalue						
10. 20. Per hannalitation of the speed speed 10.						
	Here questions on back of man					

Question Sheet (See tab)

1) Mail Pieces

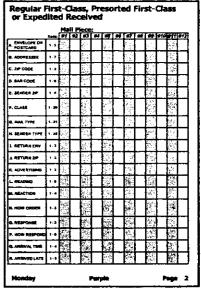
**6. Record answers on the answer sheets found in the diaries.** Answer sheets are color-coded by the type of mail to match the question sheets.

Answer sheets are found in the diary booklets (Monday, Tuesday, etc.).

On each answer sheet, mail pieces are identified by number across the page (horizontal), and

2 Questions are identified by "letters" that are organized down the page (vertical).

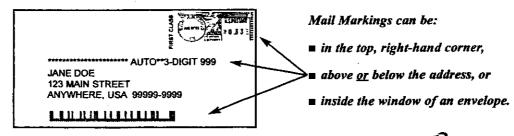
Record answer codes to Questions A-R for mail piece # 1 in the Column marked #1 and mail piece #2 in the Column marked #2. For instance, Question A, "Was the mail piece an envelope or a postcard?" If mail piece #1 was an "Envelope" record a "1". If mail piece #1 was an "Postcard" record a "2". Continue for all questions down the page and all mail pieces across the page.



Questións

Diary Answer Sheet (In Diary)

■ To correctly classify the mail, (as in Question F on the question sheet above) you need to look at both the postage or permit markings in the top, right-hand corner, the markings above or below the address line **and** inside the window of an envelope.



Mail Marking Example



7. Place completed diaries and mail pieces in the envelopes marked Monday through Sunday. The completed diaries should be placed in the corresponding daily envelope. Please include the envelopes from your mail pieces with the mail piece number and classification you have assigned.

If there are mail markings on a mail piece inside a clear window envelope and you don't need to keep it, please send it in. If you need to keep it, please provide a description of the markings inside the window on the portion that you do send.

8. Place daily envelopes in pre-paid Priority Mail envelope. The daily envelopes with the completed diaries, and mail markings/mail pieces should be mailed back to NuStats in the pre-paid Priority Mail envelope.

#### **Special Instructions for Electronic Communications:**

Electronic Communications involves contact with someone (a person, a company, an institution, etc.) This contact must be active such as sending or receiving e-mail, reviewing account information online, ordering something over the internet or spending time and/or interacting in a chat room, etc. We are only interested in your *personal* electronic communications.

Don't record work-related electronic communications.

Don't record e-mail sent to a client or colleague as part of your job.

Do record the CD you purchased over the internet for your son or daughter.

Don't record the airline ticket you purchased over the internet for a business trip.

#### Remember . . .

- Record all mail received or sent by all members of your household.
- Do not include mail for a business operated from home or other work-related mail.
- Do not include mail sent for a club or association from your home.

If you have any questions about filling out the diary, call the hotline at:

1-888-643-USPS (8777)



## **DIARY EXAMPLE**

#### Question Sheet (See tab)

#### Presorted Standard, Bulk Rate or Nonprofit Organization Mail Received (If Package: Record on Diary page 12) DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY ADDRESSEE: Mail piece was addressed to . . . Specific member(s) of the househ "Occupant", "regident", "nostal patron", with or without street address ZIP CODE: Was your zip code included in the address? Yes - Ive digits + four BAR CODE: Was a bar code printed on this mail piece? The link has had be 1. Yes - directly above or below the address 2. Yes - inside window anypiece on mail piece 5. No ber code Yes - on lower right corner (not in window) SENDER ZIP: Was the zip code included in the return address? 2. Yes - five clotte + four 4. No return address CLASS: Mail Classification (Mail piece could have multiple classifications) To help classify your mail: Look at mentings in top right fight-hend corner, above ag below the address and linelite s window of an envelope. 8. Bulk Rate, or BLK RT, or RB, or RA 7. Presonted Standard, or Bulk Rate and AUTOCR, or EA Presorted Standard, or Bulk Rate and Carrier Route Presort, or CAR-RT SORT Nonprofit Organization: Presonted Standard, or Bulk Rate and ECRLOT, or ECRWSH, or ECRWSS, or EB, or EH, or ES 10. Presorted Standard, or Bulk Rate and AUTO, or AB, or AF, or AV, or AT 1. Nonprofit, or FD, or BA 2. Nonprofit and AUTOCR, or CP or ECRLOT 3. Nonprofit and Carrier Route Presont, or CAR-RT SORT 12. Standard Single Piece, or STD SNGLP, or SP Nonprofit and CERWSH, or ECRWSS, or ST, or WS 13. Can't clearly type: (Please mark & place in envise along with other mall pieces for this day) Nonprofit and AUTO, or 88, or 78, or 28, or ZN, or ZP MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece) 6. Postcard 2. In envelope larger than letter size (not catalog) 3. Catalog in envelope 4. Catalog not in envelope IF PACKAGE: RECORD ON DIARY PAGE 12 5. Detected tabel postcard Can't cleasify type: (Please mark & place in enve along with other mail pieces for this day) COUPONS: Did the mail piece contain coupons? MULTIPLE: Did the mail piece contain . . . Material from several prosnizations → SKIP TO K More questions on back of page →

#### Sample Mail Piece



Bulk Rate
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*AUTOCR\*\*C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Bulk Rate" on Permit

and

"AUTOCR or EA" above address

#### Answer Sheet (In Diary)

		Mail Piece:											
	Çode:	71	#2	13	#4	15	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE	1 - 2	1				a.		, 7 1		4			
B. ZIP CODE	1-3	P				95.43 20.00		U.S.					П
C. BAR CODE	1-6	Ü		**				3				Z.	
D. SENDER ZIP	1-4	4		13						1			П
E. CLASS	1 - 13	18.		\$ 3.						20.00			
F, MAIL TYPE	1.8	1		4						NO.		à	
G. COUPONS	1-2	1				d.		(in					
H. MULTIPLE	1-2	1		<b>3</b> 40		N.S.							
I. SENDER TYPE	1 - 32	ì,		2.67		9.43 4.43						Ŕ	
J. FAMILIARITY	1-3	3		100	-			42					
K. RETURN ENV.	1.3	ì						4					
L RETURN ZIP	1-3	2				€4.							
M. READING	1 - 5	4								Α,		200	
N. REACTION	1-4	3						1					
O. ADVERTISING	1-4	3		W.		¥.		Ť		**			
P. HOW ORDER	1-5	4						300		其其			
Q. RESPONSE	1.3	2		Ž,									
R. HOW RESPOND	1-8	3								1			

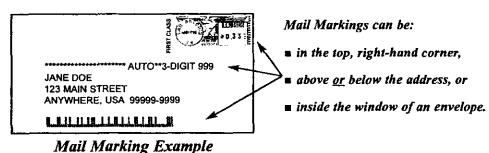
Specify other answers and/or provide comments here				
	Ques. Letter	Specify Others/Comments:	·	
MAIL PIECE # 1	0	Credit card offer		
MAIL PIECE #				
Monday		Blue	Page 7	



## **Guidelines for Sorting Mail**

Each day during your diary week, you should SORT your mail into five groups. The guidelines below will help you to sort your mail correctly.

To correctly classify the mail, look at both the postage or permit markings in the top, right-hand corner, above or below the address and inside the window of an envelope. Also refer to the examples of mail markings under the "Mail Markings" tab for assistance.



You may not find an exact match for each mail marking. In these cases, find the most similar mail marking. If you still cannot classify the mail piece, indicate on the mail piece that you had trouble identifying it and also make a note in the "Comments" section on the back of the answer sheet for the mail type you think it is.

If you have problems sorting your mail, call the hotline at 1-888-643-USPS (8777).

## Group 1: Regular First-Class, Presorted First-Class or Expedited Mail (Purple page)

See purple pages under the "Mail Markings" tab for examples of First-Class postage and permit markings.

- Letter-size envelopes or very large envelopes marked "First-Class."
- Postcards regardless of size with postage of 20¢ or more.
- Expedited letters or express paks (not boxes) that have been sent next day air, next day service, or 2-day service. These can be delivered via the USPS, United Parcel Service (UPS), Federal Express, Airborne or other express mail service.
- Mail sent via special treatment, such as Special Delivery, Certified, Registered, or Mailgram.
- Postage is 33¢, 55¢, 77¢, or more.
- Magazines, newsletters or other periodicals that are marked "First-Class."





### Group 2: Presorted Standard, Bulk Rate, or Nonprofit Organization Mail (Blue page)

See blue pages under the "Mail Markings" tab for examples of Standard, Bulk or Nonprofit postage and permit markings.

- Advertising mail from department stores, credit card companies, insurance companies, etc., marked "Presorted Standard" or "Bulk Rate."
- Mail from charities, schools, hospitals, churches, etc., marked "Nonprofit".
- Magazines, newsletters or other periodicals that are marked "Presorted Standard" or "Bulk Rate."
- Detached label cards that include the following message and one of the markings for automated mail.

Postal Service Regulations require that this address card be delivered together with its accompanying postage paid mail advertisements.

If you should receive this card without its accompanying mail, please notify your local postmaster.

### Group 3: Unaddressed Mail – Delivered by USPS only (Peach page)

- Mail that doesn't have an address label (not even "Occupant" or "Resident").
- Mail that is not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers and often accompanied by the detached label card noted above.
- The unaddressed mail may be one piece alone or may be separate pieces folded together.
  If there are separate pieces folded together, record each piece separately in the diary.

## Group 4: Magazines, Newspapers, or other Periodicals (Yellow page)

- Delivered by the United States Postal Service only.
- Daily, weekly, or monthly magazines, newspapers, or newsletters (not already sorted into First-Class, or Standard or Bulk Rate Mail).

## **Group 5: Packages or Product Samples (Green page)**

- All packages received or sent by the United States Postal Service or other organizations such as United Parcel Service (UPS), Federal Express, etc.
- Record any product samples delivered by the United States Postal Service or any other organization but not samples included in the newspaper.

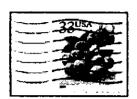
If you have any questions about sorting your mail, call the hotline at:

1-888-643-USPS (8777)

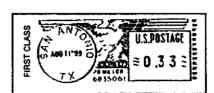


## FIRST-CLASS MAIL EXAMPLES

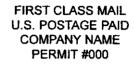
## 1. Regular First-Class



33¢ - Stamp



Metered



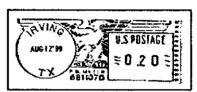
Permit



20¢ - Postcard Stamp

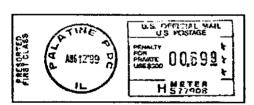


Metered Postcard



Metered Postcard

## 2. Presorted First-Class, or Presorted or FP



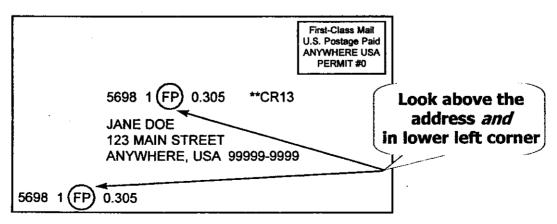
"Presorted First Class" on Metered Strip

Presorted
First-Class Mail
U.S. Postage Paid
Mailed from Zip Code 27101
PERMIT #000

"Presorted First Class" on Permit



"Presorted First Class" on Stamp



"First Class" on Permit "FP"above address or lower left

Lint: Eind clocast match

## FIRST-CLASS MAIL EXAMPLES

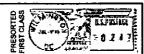
#### 3. AUTO



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"AUTO" above or below the address

## 4. AB, or AF, or AT, or AV



5895 AT 0.261

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

99999 AUTO

"AB, or AF, or AT, or AV" above address

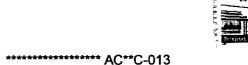
## 5. AUTOCR, or AC



\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* AUTOCR\*\* C-013
JANE DOE
123 MAIN STREET

ANYWHERE, USA 99999-9999

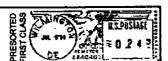
"AUTOCR" above address



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"AC" above address

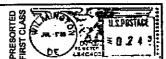
## 6. Single Piece, or SNGLP, or SP



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

Single piece

"Presorted First-Class" left of Metered Strip
"Single piece" in lower left



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Presorted First-Class" left of Metered Strip
"SNGLP" left of Barcode

## **FIRST-CLASS MAIL EXAMPLES**

## 7. Special Delivery



SPECIAL DELIVERY

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

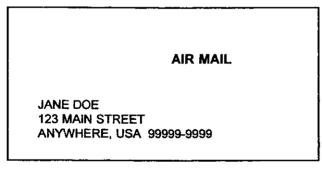
"Special Delivery" under postage

## 9. Registered



"Registered" Letter

## 11. Mail from outside the US



"Air Mail"

#### 8. Certified

#### CERTIFIED

Z 470 381 171

MAIL

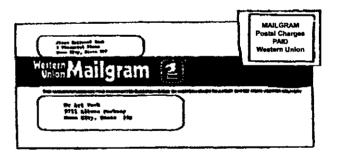
"Certified" Letter

### 10. Insured



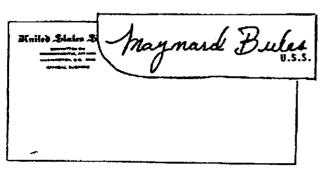
"Insured" Letter or Parcel

## 12. Mailgram



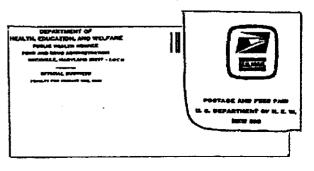
Mailgram

## 13. Government Mail (Franked)



"Official Government Signature" (Franked)

## 14. Government Mail (Penalty)



"Eagle" (Penalty)

Hint: Find closest match

## **EXPEDITED MAIL EXAMPLES**

15. Express Mail







17. Airborne

**18. Federal Express** 





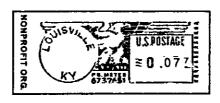
19. UPS



### 1. Nonprofit, or FD, or BA

**Nonprofit Organization U.S. Postage** PAID **Boston, Massachusetts** Permit No. 99999

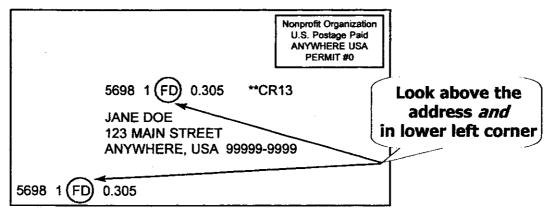
"Nonprofit Organization" on Permit



"Nonprofit Org." on Metered Strip



"Nonprofit Org." on Stamp



"Nonprofit Organization" on Permit

"FD or BA" above address or lower left corner

## 2. Nonprofit and AUTOCR, or CP or ECRLOT

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT #0

\*\*\*\*\*\*\*\*\*\*\*\*\*AUTOCR\*\*C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999 Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT #0

\*\*\*\*\*\*\* ECRLOT\*\* C-004

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

and

"AUTOCR or CP" above address

"Nonprofit Organization or Nonprofit Org." on Permit "Nonprofit Organization or Nonprofit Org." on Permit "ECRLOT or CP" above address

Hint: Find closest match

## 3. Nonprofit and Carrier Route Presort, or CAR-RT SORT

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE

123 MAIN STREET

"ANYWHERE, USA 99999-9999

"Nonprofit Organization" on Permit and
"Carrier Route Presort"

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Nonprofit Organization" on Permit and 
"CAR-RT SORT"

## 4. Nonprofit and ECRWSH, or ECRWSS, or ST, or WS

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT NO. 00

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Nonprofit Organization" on Permit and
"ECRWSH or ECRWSS" above address

ECR
Nonprofit Organization
U.S. Postage Paid
ANYWHERE USA
PERMIT NO. 00

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"ECR and Nonprofit Organization" on Permit and
"WSS or WSH" above address

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT NO. 00

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

0427 (ST) 0.093

"Nonprofit Organization" on Permit and
"ST or WS" on lower left corner

Hint: Find closest match

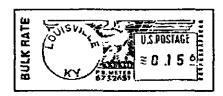
## 5. Nonprofit and AUTO, or BB, or TB, or ZB, or ZN, or ZP

Nonprofit Organization U.S. Postage Paid ANYWHERE USA PERMIT NO. 00

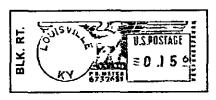
JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Nonprofit Organization" on Permit and
"AUTO or BB, or TB, or ZB, or ZN, or ZP" above address

## 6. Bulk Rate, or BLK RT, or RB, or RA



"Bulk Rate" on Metered Strip



"BLK RT" on Metered Strip



"Bulk Rate" on Stamp

BULK RATE U.S. POSTAGE PAID BUDA, TX Permit No. 000

"Bulk Rate" on Permit

Bulk Rate
U.S. Postage Pald
ANYWHERE USA
PERMIT #0

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Bulk Rate" on Permit

and
"RB", or "RA" on lower left corner

0427 (RB) 0.093

## 7. Standard, or Bulk Rate and AUTOCR, or EA

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Presort Standard" on Permit and
"AUTOCR or EA" above address

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"PRSRT STD" on Permit and
"AUTOCR or EA" above address

Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Bulk Rate" on Permit and
"AUTOCR or EA" above address

## 8. Standard, or Bulk Rate and Carrier Route Presort, or CAR-RT SORT

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE

123 MAIN STREET

ANYWHERE, USA 99999-9999

"Presort Standard" or "PRSRT STD" on Permit and "CAR-RT SORT" or "Carrier Route Presort"

Bulk Rate
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Bulk Rate"on Permit

and
"CAR-RT SORT" or "Carrier Route Presort"

Hint: Find closest match

## 9. Standard, or Bulk Rate and ECRWSH, or ECRWSS, or EB, or EH, or ES

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Presort Standard" or "PRSRT STD" on Permit and
"ECRLOT, or ECRWSH or ECRWSS" above address

Bulk Rate
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Bulk Rate" on Permit and
"ECRLOT" above address

ECR
Presort Standard
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"ECR & Presort Standard" or "PRSRT STD" on Permit and
"WSS or WSH" above address

ECR
Bulk Rate
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"ECR and Bulk Rate"on Permit and "WSS or WSH" above address

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

0427 (EB) 0.093

"Presort Standard" or "PRSRT STD" on Permit and "EB", or "EH", or "ES" on lower left corner

Bulk Rate
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

0427 (EB) 0.093

"Bulk Rate"on Permit

and

"EB", or "EH", or "ES"on lower left corner

## 10. Standard, or Bulk Rate and AUTO, or AB, or AF, or AV, or AT

Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

\*\*\*\*\*\*\*\*\*\*\*\*\*AUTO\*\*C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Presorted Standard" or "PRSRT STD" on Permit and "AUTO" above address

> Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOF **123 MAIN STREET** ANYWHERE, USA 99999-9999

3219 (AB) 0.183

"Presorted Standard" or "PRSRT STD" on Permit

"AB", or "AF", or "AV", "AT" on lower left corner "AB", or "AF", or "AV", "AT" on lower left corner

U.S. Postage Paid ANYWHERE USA PERMIT #0

\*\*\*\*\*\*\*\*\*\*\*\*AUTO\*\*C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

> "Bulk Rate" on Permit and "AUTO" above address

U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

3219 (AB) 0.183

"Bulk Rate" on Permit

## 11. Standard, or STD

PRSRT STD U.S. POSTAGE PAID USAA

"Presorted Std" on Stamp

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"STD" left of Stamp

## 12. Standard Single Piece, or STD SNGLP, or SP

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

Standard Single piece

"Standard Single piece" in lower left corner

JANE DOE 123 MAIN STREET **ANYWHERE, USA 99999-9999** 

"STD SNGLP" left of Barcode

Hint: Find closest match



# **Question Sheets**

#### DO NOT RECORD YOUR ANSWERS ON THE QUESTION SHEETS.

These sheets contain the questions you answer about each mail piece. Record your answers on the corresponding answer sheets in the Household Diary for each day.

There is one color-coded question sheet for each type of mail. The colors refer to five (5) types of traditional mail and electronic communications, which is a sixth type.

1. Purple: Regular First-Class or Expedited Mail

2. Blue: Presorted Standard, Bulk Rate, or Non-profit Organization Mail

3. Peach: Unaddressed (no address label at all) Mail

4. Yellow: Magazines, Newspapers, or Other Periodicals

5. Green: Packages (received and sent)

6. Pink: Electronic Communications (received and sent)

Match up the color-coded question sheet with the corresponding answer sheet in the Household Diary. For detailed instructions on how to fill out the diary go to page 5 under the "Filling Out Diary" tab in this instruction booklet and review the photos on the Household Diary Quick Start Sheet.

If you have any questions, call the hotline at:

1-888-643-USPS (8777)



# Regular First-Class, Presorted First-Class or Expedited Mail Received

	OI Expedited 1	<b>C</b>	1.CCCI I Cu
	DO NOT RECORD YOUR ANSWERS HER		
A.	ENVELOPE OR POSTCARD: Was the mail piece	e an e	envelope, postcard or catalog/flyer?
	1. Envelope	3.	Catalog/Flyer
	2. Postcard		
В.	ADDRESSEE: Mail piece was addressed to		
	Male head of household	5.	Child (under 18)
	2. Female head of household	6.	Whole family
	3. Male & Female head of household (Mr. & Mrs.)	7.	Other addressee: (Specify on Diary page 3)
	4. Other adult (18 and over)		
C.	ZIP CODE: Was your zip code included in the add	dress	?
	1. Yes – five digits	3.	No - zip code not included
	2. Yes – five digits + four		
D.	BAR CODE: Was a bar code printed on this mail	piece	≘? Balluthuthuthuhhhhhhhhhhhhhhh
	Yes – directly above or below the address		Yes - lower right corner and inside window
	Yes – inside window anyplace on mail piece	5.	Yes – someplace else
	3. Yes – on lower right corner (not in window)	6.	No bar code
E.	SENDER ZIP: Was the zip code included in the re	eturn	address?
	1. Yes – five digits	3.	No - zip code not included
	2. Yes – five digits + four	4.	No return address
F.	CLASS: Mail Classification (Could have multiple of	class	ifications) [SEE MAIL MARKINGS TAB]
	1. Regular First-Class		Mailgram
	2. Presorted First-Class or Presorted, or FP	13.	Government Mail with Official Signature (FRANKED)
	3. AUTO	14.	Government Mail with Eagle (PENALTY)
	4. AB, or AF, or AT, or AV	Ехр	edited Mail: (Not packages – record packages on Diary page 12)
	5. AUTOCR, or AC	15.	Express Mail
!	6. Single Piece, or SNGLP, or SP	16.	Priority Mail
	7. Special Delivery	17.	Airborne
	8. Certified	18.	Federal Express
	9. Registered	19.	UPS (United Parcel Service)
	10. Insured		
	11. Mail from outside the US	20.	Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
G.	MAIL TYPE: Type of Mail (Write in only one num	ıber i	for each mail piece)
	Friend or Relative:	Bus	iness or Government:
	Holiday/Seasons Greeting Card	12.	Advertising/Promotional/Sales materials only (No bills)
	2. Other Greeting Cards (Birthday, Sympathy, Thank you)	13.	Notice or confirmation of order
	3. Invitation	14.	Credit card statement/bill
Ì	4. Letter from friend or relative	15.	Bill/Invoice/Premium notice
	5. Announcement (Birth, Marriage, etc)	16.	Financial statement
	6. Other personal: (Specify on Diary page 3)	17.	Payment or other check/Money order/Credit (No rebate)
1	IF YOU ANSWERED 1 - 6: → SKIP TO Q	18.	Rebate received in response to coupon submitted
	Social/Charitable/Political/Nonprofit:	19.	Holiday/Greeting/Thank You Card/from a business
	7. Announcement/Meeting Notice/Invitation	20.	Business Invitation/Announcement (Not sales)
	8. Request for Donation	21.	Other business/government.: (Specify on Diary page 3)
}	9. Confirmation or Thank you for donation		
1	10. Bill (For Business/Government bills record code 15)		

11. Other social etc.: (Specify on Diary page 3)

	orivorities what type of industry did the in	-	ece come from? (If not from Friend/Relative)
	Financial		rices:
	Credit Card (Visa, American Express, etc.)		Telephone/Long distance company
	2. Bank, Savings & Loan, Credit Union, Loan Co., etc.	15.	Electric/Gas/Water/Utility company
	Securities broker/Company (Stockbroker)	16.	Medical (doctor, dentist, hospital, not insurance co.)
	<ol><li>Money market (not with broker or bank)</li></ol>	17.	Other professional (lawyer, accountant, engineer, etc
	5. Insurance company	18.	Leisure/entertainment service (travel agent, hotel, etc.
	6. Real estate/Mortgage	19.	Cable TV related
	7. Other financial: (Specify on Diary page 3)	20.	Computer related
	Merchants:	21.	Other services: (Specify on Diary page 3)
	8. Department/discount store	Man	ufacturers:
	9. Mail order company	22.	All manufacturers
	10. Other store (jewelry, shoes, clothes, hardware, etc.)	Gov	ernment:
	11. Publisher (newspapers, books, magazines)	23.	Federal (social security, veterans administration, IRS
	12. Land promotion company	24.	State and Local
	13. Other merchants: (Specify on Diary page 3)	Soc	ial/Charitable/Political/Nonprofit:
	,,,,	25.	All Social/Charitable/Political/Nonprofit organizations
Ī.	RETURN ENV.: Was a return envelope or card i	nclud	ed?
1.	Yes – pre-stamped or postage paid		No return envelope or card included→ SKIP TO K
	, , , , , , , , , , , , , , , , , , , ,	J.	No return envelope of card included 2 Ordin 10 K
	2. Yes – needs a stamp		
J.	RETURN ZIP: Did the address on the return env	•	
	Yes – five digits	3.	No – zip code not included
	Yes – five digits + four		
L.	2. No → SKIP TO Q  READING: Was the mail piece (Write in one		her only)
۳.	READING: Was the mail piece (Write in Ork		
	1. Read by a member of the household	4.	Discarded without being read
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> </ol>	4.	
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> </ol>	4. 5.	Discarded without being read Set aside for reading later
М.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> </ol>	4. 5. as	Discarded without being read Set aside for reading later .
М.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> </ol>	4. 5. as	Discarded without being read Set aside for reading later
м.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> </ol> <b>REACTION:</b> Would this mail piece be described	4. 5. as 3.	Discarded without being read Set aside for reading later .
M.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> </ol>	4. 5. as 3. 4.	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> </ol>	4. 5. as 3. 4. (s) be	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> </ol>	4. 5. as 3. 4. (s) be	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply)
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> </ol>	4. 5. 3. 4. (s) be 4. 5.	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet
	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> </ol>	4. 5. 3. 4. (s) be 4. 5.	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> </ol>	4. 5. 3. 4. (s) be 4. 5.	Discarded without being read Set aside for reading later  . Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household considered</li> </ol>	4. 5. 3. 4. (s) be 4. 5.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement?
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household consist. Yes</li> <li>No → SKIP TO Q</li> </ol>	4. 5. 3. 4. (s) be 4. 5. idering 3.	Discarded without being read Set aside for reading later  .  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household consi</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> </ol>	4. 5. 3. 4. (s) be 4. 5. idering 3.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe  y be made?
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household consi</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> </ol>	4. 5. 3. 4. (s) be 4. 5. idering 3.	Discarded without being read Set aside for reading later  .  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household consi</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> </ol>	4. 5. 3. 4. (s) be 4. 5. idering 3. st likel 4.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe  y be made? Fax
N. O.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household consi</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> </ol>	4. 5. 3. 4. (s) be 4. 5. st likel 4. 5.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet g responding to the advertisement? Maybe  y be made? Fax Internet
N.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household const</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> </ol> ARRIVAL TIME: The mail piece	4. 5. 4. (s) be 4. 5. 6.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet g responding to the advertisement? Maybe  y be made? Fax Internet Other: (Specify on Diary page 3)
N. O.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household const</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>ARRIVAL TIME: The mail piece</li> <li>Arrived on day needed → GO TO NEXT MAIL PIECE</li> </ol>	4. 5. 3. 4. (s) be 4. 5. idering 4. 5. 6. 3.	Discarded without being read Set aside for reading later  .  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet g responding to the advertisement? Maybe  y be made? Fax Internet Other: (Specify on Diary page 3)  Not expected to arrive  GO TO NEXT MAIL PIECE
N. O. P.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household const</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>ARRIVAL TIME: The mail piece</li> <li>Arrived on day needed → GO TO NEXT MAIL PIECE</li> <li>Arrived earlier than needed → GO TO NEXT MAIL PIECE</li> </ol>	4. 5. 3. 4. (s) be 4. 5. 6. 5. 6. 3. 4.	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe  y be made? Fax Internet Other: (Specify on Diary page 3)  Not expected to arrive → GO TO NEXT MAIL PIECE Arrived late
N. O.	<ol> <li>Read by a member of the household</li> <li>Read by more than one member of the household</li> <li>Looked at but not read by any member of household</li> <li>REACTION: Would this mail piece be described</li> <li>Useful information we like to receive</li> <li>Interesting or enjoyable, but not useful</li> <li>HOW ORDER: How could the item(s) or service</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>RESPONSE: Is anyone in your household const</li> <li>Yes</li> <li>No → SKIP TO Q</li> <li>HOW RESPOND: How would the response most</li> <li>Mail</li> <li>Phone</li> <li>In-person</li> <li>ARRIVAL TIME: The mail piece</li> <li>Arrived on day needed → GO TO NEXT MAIL PIECE</li> </ol>	4. 5. 3. 4. (s) be 4. 5. iderine 3.  st likel 4. 5. 6. vas it	Discarded without being read Set aside for reading later  Neither interesting, enjoyable, nor useful Objectionable ordered? (Write in all that apply) Fax Internet gresponding to the advertisement? Maybe  y be made? Fax Internet Other: (Specify on Diary page 3)  Not expected to arrive → GO TO NEXT MAIL PIECE Arrived late

### **Mail Sent**

(If Package: Record on Diary page 12)

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

A. ENVELOPE OR POSTCARD: Was the mail piece an envelope or a postcard?

- 1. Envelope
- 2. Postcard

B. CLASS: Mail Classification

- 1. Regular First-Class
- 2. Mail to outside the US
- 3. Special Delivery
- 4. Certified receipt requested
- 5. Certified receipt not requested
- 6. Registered
- 7. Mailgram

Expedited Mail: (Not packages - record packages on Diary page 12)

- 8. Express Mail
- 9. Priority Mail
- 10. Airborne
- 11. Federal Express
- 12, UPS (United Parcel Service)
- 13. Other classification: (Specify on Diary page 5)

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

#### Friend or Relative:

- 1. Holiday/Seasons Greeting Card
- 2. Other Greeting Cards (Birthday, Sympathy, Thank you)
- 3. Invitation
- 4. Letter to friend or relative
- 5. Announcement (Birth, Marriage, etc)
- 6. Other personal: (Specify on Diary page 5)

IF YOU ANSWERED 1 - 6: → SKIP TO J

#### **Business or Government:**

- 7. Order
- 8. Inquiry
- 9. Payment
- 10. Other business./govmnt.: (Specify on Diary page 5)

Social/Charitable/Political/Nonprofit:

- 11. Donation
- 12. Inquiry
- 13. Letter
- 14. Other social etc.: (Specify on Diary page 5)

D. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

#### Financial:

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Diary page 5)

#### Merchants:

- 8. Department/discount store
- 9. Mail order company
- 10. Other store (jewelry, shoes, clothes, hardware, etc.)
- 11. Publisher (newspapers, books, magazines)
- 12. Land promotion company
- 13. Other merchants: (Specify on Diary page 5)

Services:

- 14. Telephone/Long distance company
- 15. Electric/Gas/Water/Utility company
- 16. Medical (doctor, dentist, hospital, not insurance co.)
- 17. Other professional (lawyer, accountant, engineer, etc.)
- 18. Leisure/entertainment service (travel agent, hotel, etc.)
- 19. Cable TV related
- 20. Computer related
- 21. Other services: (Specify on Diary page 5)

#### Manufacturers:

22. All manufacturers

#### Government

- 23. Federal (social security, veterans administration, IRS)
- 24. State and Local

#### Social/Charitable/Political/Nonprofit:

25. All Social/Charitable/Political/Nonprofit organizations

More questions on back of page  $\rightarrow$ 

	AD MATERIAL: Was the advertising/promoti	onal/solicitation material
	Received in mail (not in magazine)	5. Heard on radio
	2. Seen in magazine	Received over telephone
	3. Seen in newspaper	7. Other advertising: (Specify on Diary page 5)
_ ~	4. Seen on Television	
G.	RETURN ENV.: Did you use your own envelo	ope or card?
	1. Yes → SKIP TO J	
	2. No – a mailing envelope or card was provided	
Н.	BAR CODE: Was a bar code printed on the e 1. Yes 2. No	envelope or card? IIIIIIIIIII.III.II.IIIIIIIIII
1.	POSTAGE TYPE: What type of postage was	on the envelope or card?
	Business reply mail → SKIP TO K	<ol> <li>Other: (Specify on Diary page 5) → SKIP TO K</li> </ol>
	2. Regular postage stamp → SKIP TO K	5. No postage at all
	3. Meter stamp → SKIP TO K	
J.	POSTAGE \$: How much postage did you pa	y?
	1. 20 cents	3. More than 33 cents
	2. 33 cents	4. Other: (Specify on Diary page 5)
K.	ZIP CODE: Was the zip code included in the	address?
	1. Yes – five digits	3. No - zip code not included
	2. Yes – five digits + four	
L.	PO BOX: Was the mail piece sent to a PO Bo	ox?
	1. Yes	
	2. No	
M.	RETURN ZIP: Was your zip code included in	the return address?
	1. Yes – five digits	3. No - zip code not included
	2. Yes – five digits + four	No return address included

AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

E.

1. Yes

2. No → SKIP TO G

# Presorted Standard, Bulk Rate or Nonprofit Organization Mail Received (If Package: Record on Diary page 12)

#### DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

A.	ADD	RESSEE:	Mail piece	was add	ressed	to
	1. S	pecific membe	er(s) of the he	ousehold		

2. "Occupant", "resident", "postal patron", with or without street address

B. ZIP CODE: Was your zip code included in the address?

Yes – five digits

3. No - zip code not included

2. Yes - five digits + four

1. Yes - directly above or below the address

4. Yes - lower right comer and inside window

2. Yes - inside window anyplace on mail piece

5. Yes - someplace else

3. Yes - on lower right corner (not in window)

6. No bar code

D. SENDER ZIP: Was the zip code included in the return address?

1. Yes - five digits

No – zip code not included

2. Yes - five digits + four

Nonprofit Organization:

Nonprofit, or FD, or BA

4. No return address

E. CLASS: Mail Classification (Mail piece could have multiple classifications)

Presorted Standard, or Bulk Rate:

To help classify your mail Look at markings in top right right-hand corner, above or below the address and inside a window of an envelope.

6. Bulk Rate, or BLK RT, or RB, or RA

7. Presorted Standard, or Bulk Rate and AUTOCR, or EA

8. Presorted Standard, or Bulk Rate and Carrier Route Presort, or CAR-RT SORT

9. Presorted Standard, or Bulk Rate and ECRLOT, or

FORMALL or FORMACC or FD or FU or FC.

The control of the

ECRWSH, or ECRWSS, or EB, or EH, or ES

 Presorted Standard, or Bulk Rate and AUTO, or AB, or AF, or AV, or AT

11. Presorted Standard, or STD

12. Standard Single Piece, or STD SNGLP, or SP

13. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

Nonprofit and Carrier Route Presort, or CAR-RT SORT
 Nonprofit and ECRWSH, or ECRWSS, or ST, or WS

2. Nonprofit and AUTOCR, or CP or ECRLOT

5. Nonprofit and AUTO, or BB, or TB, or ZB, or ZN, or ZP

MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

1. In letter size envelope

Postcard

2. In envelope larger than letter size (not catalog)

7. Addressed Flyers/Circulars/Folded piece (no envelope)

3. Catalog in envelope

8. Newspapers/Magazines/Newsletters

4. Catalog not in envelope

IF PACKAGE: RECORD ON DIARY PAGE 12

5. Detached label postcard

 Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

G. COUPONS: Did the mail piece contain coupons?

1. Yes

2. No

H. MULTIPLE: Did the mail piece contain . . .

1. Material from one organization only

2. Material from several organizations → SKIP TO K

More questions on back of page  $\rightarrow$ 

i	<b>SENDER TYPE:</b> What type of industry did the m	Services cont:
	Credit Card (Visa, American Express, etc.)	18. Other professional (lawyer, accountant, engineer, e
	Bank, Savings & Loan, Credit Union, Loan Co., etc.	<ol> <li>Leisure/entertainment service (travel agent, hotel,</li> </ol>
	Securities broker/Company (Stockbroker)	20. Cable TV related
	Money market (not with broker or bank)	21. Computer related
	•	•
	5. Insurance company	22. Other services: (Specify on Diary page 7)  Manufacturers:
	6. Real estate/Mortgage	
	7. Other financial: (Specify on Diary page 7)	23. All manufacturers
	Merchants:	Government:
	Supermarket/Grocery store	24. Federal (social security, veterans administration, IF
	9. Department/discount store	25. State and Local
	10. Mail order company	Social/Charitable/Political/Nonprofit:
	11. Other store (jewelry, shoes, clothes, hardware, etc.)	26. Union or professional organization
	<ol><li>Publisher (newspapers, books, magazines)</li></ol>	27. Church
	13. Land promotion company	28. Veterans (VFW)
	14. Other merchants: (Specify on Diary page 7)	29. Educational
	Services:	30. Charities
	15. Telephone/Long distance company	31. Political campaign
	16. Electric/Gas/Water/Utility company	32. Other Social: (Specify on Diary page 7)
	17. Medical (doctor, dentist, hospital, not insurance co.)	
J.	FAMILIARITY: Was this mail piece from an orga	nization someone in household
	Does or has done business with	3. Organization no one in household knows
	2. Knows, but no one does business with	
L.	RETURN ZIP: Did the address on the return env	·
	Yes – five digits	<ol><li>No – zip code not included</li></ol>
	2. Yes - five digits + four	
M.	READING: Was the mail piece (Write in one	number only)
	Read by a member of the household	4. Discarded without being read
	2. Read by more than one member of the household	5. Set aside for reading later
	3. Looked at but not read by any member of household	
N.	REACTION: Would this mail piece be described	as
•••	Useful information we like to receive	Neither interesting, enjoyable, nor useful
	Interesting or enjoyable, but not useful	4. Objectionable
_		
Ο.	ADVERTISING: Did this mail piece contain	Other (On although Displaces 7) Barrey
	Advertisement for item(s) or service(s) to be purchased	3. Other: (Specify on Diary page 7) → GO TO NEXT MAIL PI
	2. Solicitation for funds→ SKIP TO Q	<ol> <li>Did not contain anything→ GO TO NEXT MAIL PIE</li> </ol>
P.	<b>HOW ORDER:</b> How could the item(s) or service	s) be ordered? (Write in all that apply)
	1. Mail	4. Fax
	2. Phone	5. Internet
	3. In-person	
Q.	RESPONSE: Is anyone in your household consi	dering responding to the advertisement/solicitation
	1. Yes	3. Maybe
	2. No → GO TO NEXT MAIL PIECE	`
	HOW RESPOND: How would the response mos	t likely be made?
R.		
R.	1. ∽Mail	4. Fax
R.	1. ∽Mail 2. Phone	<ul><li>4. Fax</li><li>5. Internet</li></ul>

## **Unaddressed Material Received**

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

A.	COUPONS:	Did the mail piece contain coupons?
	1. Yes	
	2. No	
R	SAMDI ES:	Did the mail piece contain a product sample?

## B. SAMPLES: Did the mail piece contain a product sample?

- 1, Yes
- 2. No

#### C. SENDER TYPE: What type of industry did the mail piece come from?

#### Financial

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Diary page 9)

#### Merchants:

- 8. Supermarket/Grocery store
- 9. Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Diary page 9)

#### Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)

#### Services cont:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Diary page 9)

#### Manufacturers:

23. All manufacturers

#### Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

#### Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans
- 29. Educational
- 30. Charities
- 31. Political campaign
- 32. Other Social: (Specify on Diary page 9)

#### D. FAMILIARITY: Was this mail piece from an organization someone in household . . .

- 1. Does or has done business with
- 2. Knows, but no one does business with
- 3. Organization no one in household knows
- E. READING: Was the mail piece . . . (Write in one number only)
  - 1. Read by a household member
  - 2. Read by more than one household member
  - 3. Looked at but not read by any household member
- 4. Discarded without being read
- 5. Set aside for reading later
- F. REACTION: Would this mail piece be described as . . .
  - 1. Useful information we like to receive
  - 2. Interesting or enjoyable, but not useful
- 3. Neither interesting, enjoyable, nor useful
- 4. Objectionable

# Magazines, Newspapers, or Other Periodicals Received (Record only if delivered by the United States Postal Service)

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

	TYPE: This periodical is		
	Daily newspaper	5.	Monthly magazine
	2. Weekly newspaper	6.	Other magazine
	3. Other newspaper	7.	Other periodical: (Specify on Diary page 11)
	Weekly magazine		
В.	SENDER TYPE: Was the periodical from	<del>-</del>	
	1. Union	5.	Educational organization
	2. Religious organization		Professional organization – someone in household is member
	3. Veterans' organization	7.	Any other publisher or organization
	Charitable organization		
C.	SUBSCRIPTION: Type of subscription?		
	Paid - ordered by household member	4.	Free - came with membership
	2. Free - ordered by household member	5.	Gift subscription from a friend or relative
	3. Free – not ordered by household member	6.	Other subscription: (Specify on Diary page 11)
D.	ZIP CODE: Was your zip code included in the ad	drae	e?
D.	1. Yes – five digits		No – zip code not included
	•	σ.	tto zip oode not modded
	2 Yes – five digits + four		
_	2. Yes – five digits + four		
E.	Yes – five digits + four  BAR CODE: Was a bar code printed on this mail	piec	e? ԱռՈսենուների վայի Մորսերի հուներում
E.		piec	e? ԱռՈւժումոնեն ժանականում հետում և
E.	BAR CODE: Was a bar code printed on this mail	piec	e? ԱռՈսենուհենահոհոհոհոհոհոհոհոհոհոհոհոհոհոհոհոհոհոհո
	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No	piec	e? Աովելելեն վետերի Արևելեն հենային
E. F.	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece		<u> </u>
	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece		Arrived later than expected
F.	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece  1. Arrived earlier than expected  2. Arrived on day expected	3.	Arrived later than expected
	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece  1. Arrived earlier than expected  2. Arrived on day expected  DELIVERY: This periodical	3. 4.	Arrived later than expected Was not expected to arrive on any special day
F.	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece  1. Arrived earlier than expected  2. Arrived on day expected  DELIVERY: This periodical  1. Could arrive later & not cause difficulty/inconvenience	3. 4.	Arrived later than expected Was not expected to arrive on any special day  Arrives so late that it causes difficulty/inconvenience
F.	BAR CODE: Was a bar code printed on this mail  1. Yes  2. No  ARRIVAL TIME: The mail piece  1. Arrived earlier than expected  2. Arrived on day expected  DELIVERY: This periodical	3. 4.	Arrived later than expected Was not expected to arrive on any special day  Arrives so late that it causes difficulty/inconvenience Delivery date is not important

## **Package or Product Sample Received**

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

4. Business - for other reasons

5. Unsolicited sample

FROM: Was the package from . . .

2. Business – ordered by household member

1. Friend or relative

	Business – ordered by friend or relative	
В.	ADDRESS: Was the address on the package .  1. Correct 2. Incorrect	•
C.	ZIP CODE: Did the address include a zip code?  1. Yes – five digits  2. Yes – five digits + four	3. No – zip code not included
D.	BAR CODE: Was a bar code printed on the pace.  1. Yes 2. No	kage? IIII.II.II.II.II.II.IIIIIIIIIIIIII
E.	RETURN ZIP: Did the return address include a	zip code?
	1. Yes – five digits	3. No - zip code not included
	2. Yes – five digits + four	No return address included
F.	DELIVERY: Package was delivered/handled by 1. United States Postal Service 2. UPS Next Day Air 3. UPS Second Day Air 4. UPS Third Day Select 5. UPS Ground Service 6. Federal Express Overnight 7. Federal Express Second Day	<ol> <li>8. Emery Air Freight</li> <li>9. Airborne Overnight</li> <li>10. Airborne Second Day</li> <li>11. DHL</li> <li>12. Roadway</li> <li>13. Other delivery type: (Specify on Diary page 13)</li> <li>IF YOU ANSWERED 2 - 13: → SKIP TO I</li> </ol>
G.	CLASS: Package Classification	
	1. First-Class	8. Nonprofit
	Priority     Express Mail	<ol> <li>Nonprofit Enhanced Carrier Route</li> <li>Bound Printed Matter, or CATALOG, or CATALOG RATE</li> </ol>
	4. Standard or Bulk Rate	11. Special Standard Mail
	5. Standard or Bulk Rate Enhanced Carrier Route	12. Library Rate or Library Mail
	6. Parcel Post, or Bulk Rate Parcel Post, or Bulk PP	13. Package received from outside the US
	7. DBMC Parcel Post or DBMC PP (to Bulk Mail Center)	<ol> <li>Can't classify: (Please mark &amp; place in envelope along with other mail pieces for this day)</li> </ol>
H.	SPECIAL SERVICES: Did your package have a	any of the following special services? (Write in all that apply)
	Special Handling	6. Insured
	2. Special Delivery	7. C.O.D.
	3. Certified – receipt requested	8. No special services
	Certified – receipt not requested	9. Other: (Specify on Diary page 13)
<u> </u>	5. Registered	

### I. SENDER TYPE: What type of industry did the package come from? (If not personal)

#### Financial.

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Diary page 13)

#### Merchants:

- 8. Supermarket/Grocery store
- 9. Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Diary page 13)

#### Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)

#### Services cont:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Diary page 13)

#### Manufacturers:

23. All manufacturers

#### Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

#### Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans
- 29. Educational
- 30. Charities
- 31. Political campaign
- 32. Other Social: (Specify on Diary page 13)

#### J. CONTENTS: Did this package contain . . . (Write in all that apply)

- 1. Book(s)
- 2. Cassette or video tape(s), or compact disc(s)
- 3. Gift or other item from friend or relative
- 4. Item ordered from catalog
- 5. Item ordered from store
- 6. Other type of mail order merchandise

- 7. Unsolicited samples or advertising
- 8. Invoice
- 9. Catalog
- 10. Telephone book
- 11. Other contents: (Specify on Diary page 13)

#### K. PKG CONDITION: Did the package . . .

- 1. Look all right before opening
- 2. Look damaged before opening

#### L. CONDITION: The contents were . . .

- 1. Not damaged
- 2. Damaged (Please describe on Diary page 13)

## **Package Sent**

### DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

	/	
A.	ADDRESSEE: Was the package to	
	Friend or relative	
	2. Business	
B.	ZIP CODE: Was their zip code included in the a	ddress?
	1. Yes - five digits	3. No - zip code not included
	2. Yes - five digits + four	
C.	RETURN ZIP: Was your zip code included in the	e return address?
	1. Yes – five digits	3. No - zip code not included
	2. Yes – five digits + four	4. No return address included
D.	DELIVERY: Package was delivered/handled by	
D.	United States Postal Service	8. Emery Air Freight
	UPS Next Day Air	Airborne Overnight
	UPS Second Day Air	10. Airborne Second Day
	UPS Third Day Select	11. DHL
	5. UPS Ground Service	12. Roadway
	6. Federal Express Overnight	13. Other delivery type: (Specify on Diary page 13)
	7. Federal Express Second Day	IF YOU ANSWERED 2 - 13: → SKIP TO G
E.	CLASS: Package Classification (Write in all that	
	1. First-Class (up to 11ozs.)	5. Special Standard Mail
	2. Standard (over 11ozs.)	6. Parcel Post
	3. Priority	7. Mail sent outside the US
	4. Express Mail	8. None of these: (Specify on Diary page 13)
F.	SPECIAL SVCS: Did your package have any of	
	Special Handling	6. Insured
	2. Special Delivery	7. C.O.D.
	Certified – receipt requested	No special services
	Certified – receipt not requested	9. Other: (Specify on Diary page 13)
	5. Registered	
G.	DISTANCE: How far away did you send your pa	ckage?
	Inside the United States:	5. 301 to 600 miles
	1. Local	6. 601 to 1,000 miles
	Out of town:	7. 1,001 to 1,400 miles
	2. 50 miles or less	8. 1,401 to 1,800 miles
	3. 51 to 150 miles	9. More than 1,800 miles
	4. 151 to 300 miles	10. Out of the United States
H.	CONTENTS: Did this package contain (Writ	e in all that apply)
	1. Book(s)	5. Toys
	2. Cassette or video tape(s), or compact disc(s)	6. Household items
	3. Clothing	7. Other contents: (Specify on Diary page 13)
	4. Food	
1.	REASON: Why did you send this package	
**	1. Gift or other item sent to friend or relative	3. Returning unsolicited merchandise

2. Returning merchandise ordered

4. Other reason: (Specify on Diary page 13)

## **Electronic Communication Received and Sent**

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

- A. DIRECTION: Electronic communications was ...
  - 1. Sent (outbound)
  - 2. Received (inbound)
- B. WHO: Age of person in your household who either sent or received this communication?
  - 1. Less than 18
  - 2. 18-21
  - 3. 22-24
  - 4. 25-34
  - 5. 35-44

- 6. 45-54
- 7. 55-64
- 8. 65-69
- 9. Over 70
- C. TYPE: What type of electronic communication was it? (Write in only one number for each)

#### Friend or Relative:

- 1. E-mail
- 2. Greeting Card (Birthday, Sympathy, Thank you)
- 3. Holiday/Seasons Greeting Card
- 4. Other: (Specify on Diary page 15)

IF YOU ANSWERED 1-4: → go to NEXT ELECTRONIC COMMUNICATION

#### **Business or Government:**

- 5. Advertising/Promotional/Sales materials only (No bills)
- 6. Notice or confirmation of order
- 7. Credit card statement/bill

#### Business or Government cont.:

- 8. Bill/ Invoice/ Premium notice
- 9. Financial statement
- 10. Other: (Specify on Diary page 15)

#### Social/Charitable/Political/Nonprofit:

- 11. Announcement/Meeting Notice/Invitation
- 12. Request for Donation
- 13. Confirmation or Thank you for donation
- 14. All Other Social/Charitable/Political/Nonprofit orgs.
- D. TO/FROM: What type of industry was the communication to/from? (If not to/from friend or relative)

#### Financial:

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Diary page 15)

#### Merchants:

- 8. Department or discount store
- 9. Grocery store
- 10. Specialty store (clothes, flowers, art, computer, etc.)
- 11. Publisher (newspapers, books, magazines)
- 12. Realtor/ Land promotion company
- 13. Other merchants

#### Services:

- 14. Telephone/Long distance company
- 15. Electric/Gas/Water/Utility company
- 16. Medical (doctor, dentist, hospital, not insurance co.)
- 17. Other professional (lawyer, accountant, engineer, etc.)
- 18. Leisure/entertainment service (travel agent, hotel, etc.)
- 19. Cable TV related
- 20. Computer or Internet-related
- 21. Other services: (Specify on Diary page 15)

#### Manufacturers:

22. All manufacturers

#### Government:

- 23. Federal (social security, veterans administration, IRS)
- 24. State and Local

#### Social/Charitable/Political/Nonprofit:

- 25. Educational
- 26. All Other Social/Charitable/Political/Nonprofit orgs.
- E. WHY: Was the communication a response to advertising?
  - 1. No → GO TO NEXT QUESTION

Yes → Which kind?

- 2. Internet advertising
- 3. Television advertising

- 4. Radio advertising
- 5. Direct mail advertising
- 6. E-mail advertising
- 7. Other advertising: (Specify on Diary page 15)

- F. PURCHASE: Did or will this result in a purchase of merchandise?
  - 1. Yes
  - 2. No→ GO TO NEXT ELECTRONIC COMMUNICATION
- G. DELIVERY: Was or will the merchandise be delivered by . . .
  - 1. United States Postal Service
  - 2. UPS Next Day Air
  - 3. UPS Second Day Air
  - 4. UPS Third Day Select
  - 5. UPS Ground Service
  - 6. Federal Express Overnight
  - 7. Federal Express Second Day
  - 8. Emery Air Freight

- 9. Airborne Overnight
- 10. Airborne Second Day
- 11. DHL
- 12. Roadway
- 13. E-mail
- 14. Download from the internet
- 15. Other delivery type: (Specify on Diary page 15)



# **Appendix B2: Diary Package**

Diary



## **HOUSEHOLD DIARY**

Use with Question Sheets found in Household Diary Instruction Booklet

# MONDAY

This Diary is for:

Thank You!



No I	Mail/Packages	s Sent or Receive	d Today: → □ CHECK HERE
Ma	il Received	d Monday: _	Total #
Record the total received above and then record under each of the 6 groups.			
1.	Regular First-Class, Presorted First-Class or Expedited:		
	Envelopes:	Total # received	)
	Postcards:	Total # received	USE DIARY → PAGE 2
	Catalog/Flyer:	Total # received	(PURPLE)
	· ·	_ # Wrong address, right person ✓	
		# Right address, wro	tht address, wrong person DO NOT RECORD IN
		# Wrong address, w	rong person DIARY
<i>2.</i>	Presorted Standard, Bulk Rate, or Nonprofit Organization:		
		Total # received	► USE DIARY PAGE 6 (BLUE)
З.	Unaddressed Material:		
		Total # received	► USE DIARY PAGE 8 (PEACH)
4.	. Magazines, Newspapers, or Other Periodicals:		
		Total # received	► USE DIARY PAGE 10 (YELLOW)
5.	Packages or Product Samples:		
		Total # received	► USE DIARY PAGE 12 (GREEN)
6.	Electronic Communications: (non work-related)		
	E-mail:	Total #> USE D	IARY PAGE 14 (PINK)
	On-line shopping:	Total # -> 0	JSE DIARY PAGE 14 (PINK)
	Other:	Total #> USE DI	ARY PAGE 14 (PINK)
Mail Sent Monday: Total #			
	Envelopes:	Total # sent -> U	SE DIARY PAGE 4 (PURPLE)
	Postcards:	Total # sent> U	SE DIARY PAGE 4 (PURPLE)
	Packages:	Total # sent> U	SE DIARY PAGE 12 (GREEN)

Page 1

## Regular First-Class, Presorted First-Class or Expedited Received

Mail Piece:

		1-161	<u> </u>	ece.								
	Code:	#1	#2	#3	#4	15	#6	#7	#8	#9	#10 #11	#12
A. ENVELOPE OR POSTCARD	1-3											
B. ADDRESSEE	1-7			17 (A)				<b>19</b>				
C. ZIP CODE	1-3							14 A				
D. BAR CODE	1-6									15.00	4.5	
E. SENDER ZIP	1 - 4									, the second		
F. CLASS	1 - 20				-			<b>916</b>				
G. MAIL TYPE	1 - 21	种				× 4-						
H. SENDER TYPE	1 - 25	98.20 30.20		(2) AS		* 1				iğ ş		
I. RETURN ENV.	1-3	€ ;										
J. RETURN ZIP	1-3			100 A		200. 300.				18 A		
K. ADVERTISING	1-2	2 2 2 3 3 3 3		3.1								
L READING	1-5					104 2-128		cities V		đ; (g) 79.€		
M. REACTION	1 - 4			•		Aug Aug						
N. HOW ORDER	1-5					*		•				
O. RESPONSE	1-3			rei.								
P. HOW RESPOND	1-6											
Q. ARRIVAL TIME	1-4							77				
R. ARRIVED LATE	1-3			4						***		

Monday Purple Page 2

### Specify other answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE #		

Monday Purple Page 3

## First-Class or Expedited Mail Sent

		-
ма	11	Piece:

		1.161		CC.	<u> </u>								
	Code:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENVELOPE OR POSTCARD	1 - 2					*							
B. CLASS	1 - 13	· · · · · · · · · · · · · · · · · · ·							•				
C. MAIL TYPE	1 - 14	(1) (1)											
D. ADDRESSEE TYPE	1 - 25									148 6 2			
E. AD RESPONSE	1-2			31 (5) S			-	1000 1000 1000		企业 安全 文學			
F. AD MATERIAL	1-7	(2) (2) (2) (4) (3) (4)		4.6 4.6									
G. RETURN ENV.	1 - 2	75. T.								18 18 18 48			
H. BAR CODE	1-2												
I. POSTAGE TYPE	1-5			337									
J. POSTAGE \$	1-4	\$ <b>.</b> \$40				3.3 3.7		24. 54	_			394 375	
K. ZIP CODE	1-3	ine.				ti C.A.		tras.					
L. PO BOX	1 - 2			32				<b>C</b> -7.					
M. RETURN ZIP	1-4							31.74 (2.18)			200	7	

Monday

Purple

Page 4

### Specify other answers and/or provide comments here

Ques.
Letter | Specify Others/Comments:

	Letter	Specify Others/Comments:
MAIL PIECE #		

Monday Purple Page 5

## Presorted Standard, Bulk Rate, or Non Profit Organization Received

		Mai	il Pid	ece:									
	Code:	#1	#2	#3	#4	#5	#6	#7	#8		#10	#11	#12
A. ADDRESSEE	1 - 2	it vis Est						10 (t) 42 (t)		1.00 2.01		乳的	
B. ZIP CODE	1-3							7 A					
C. BAR CODE	1-6												
D. SENDER ZIP	1-4	がある。	,	*		24. V1	·	学化 水平					
E. CLASS	1 - 13	( ) ( )											
F. MAIL TYPE	1-9							<b>3</b> .5					
G. COUPONS	1-2	E 12						21-45 28-45					
H. MULTIPLE	1-2		_			, j							$\neg$
I. SENDER TYPE	1 - 32												ヿ
J. FAMILIARITY	1-3			- G-8		75,32.5 747,				2 . de 5 . 2)			
K. RETURN ENV.	1-3					35 S							$\exists$
L. RETURN ZIP	1-3	) (÷											
M. READING	1-5	(141) (44)				in the same of the		13.75 144.2		3000 3000		93	
N. REACTION	1-4	, . , .	_ t			<b>X</b>		\$ m \$/-2					
O. ADVERTISING	1-4										76.00		$\neg$
P. HOW ORDER	1-5										0 446 Garage		
Q. RESPONSE	1.3									10.75 30.25			$\exists$
R. HOW RESPOND	1-6							7					

Monday

Blue

Page 6

### Specify other answers and/or provide comments here

≀ues. etter Specify Others/Commen

	Letter	Specify Others/Comments:
MAIL PIECE #		
MAIL PIECE #		-
MAIL PIECE #		

Monday Blue Page 7

### **Unaddressed Material Received**

### Mail Piece:

	Code:	#1	#2	#3	#4	#5	#6	<i>\$7</i>	#8	#9	#10	#11	#12
A. COUPONS	1-2					2 E.O.		2.5					
B. SAMPLES	1-2	19. A.											
C. SENDER TYPE	1 - 32	140 John 1											
D. FAMILIARITY	1-3							1.4 1 : 1					
E. READING	1-5					7. TO 10. N						1	
F. REACTION	1-4					16				***		198	

Monday

Peach

Page 8

### Specify other answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE #		
MAIL PIECE #		·

Monday Peach Page 9

### Magazines, Newspapers, and Other Periodicals Received

Mail Piece:

		Mail Fiece.											
	Code:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. TYPE	1 - 7									12.15 V			
B. SENDER TYPE	1-7							9.					
C. SUBSCRIPTION	1-6											6 94 4 14	
D. ZIP CODE	1-3					å, år							
E. BAR CODE	1-2	表を											
F. ARRIVAL TIME	1-4									inge Kali		12.00	
G. DELIVERY	1-6												

Monday Yellow Page 10

### Specify other answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE #		

Monday Yellow Page 11

### **Packages Received**

		Mail	Pie	ce:									
	Code:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FROM	1-5							inde.				游域 海通	
B. ADDRESS	1-2					名字				4.60		* *	
C. ZIP CODE	1-3												
D. BAR CODE	1-2			1		があ						**	
E. RETURN ZIP	1-4												
F. DELIVERY	1 - 13												
G. CLASS	1 - 14			700		4		Ž.					
H. SPECIAL SVCS	1-9			95	l					e de la companya de l			
I. SENDER TYPE	1 - 32							37.5		Į.			
J. CONTENTS	1-11	N. S				1944 2007 1		\$ M					
K. PKG CONDITION	1-2			GRAN N. A									
L. CONDITION	1-2			118 A		大大							

## Packages Sent Mail Piece:

		7,7011111111111111111111111111111111111				1.35.155a		N 1 20 1 1 1 1	#10 #11 #12				
	Code:	#1	#2	#3	#4	<i>#5</i>	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE	1 - 2	3				4.3						8.6	
B. ZIP CODE	1-3			18		5-46				外的		0	
C. RETURN ZIP	1-4					1							
D. DELIVERY	1 - 13											2	
E. CLASS	1-8					, Y		100					
F. SPECIAL SVCS	1-9			-34						7.7			
G. DISTANCE	1 - 10			8						2			
H. CONTENTS	1-7												
L REASON	1-4												

Monday

Green

Page 12

### Specify other answers and/or provide comments here

Ques.
Letter Specify Others/Comments:

	<u>Letter</u>	Specify Others/Comments:
MAIL PIECE #		

Monday Green Page 13

## **Electronic Communications Received** *and* **Sent**

Mail Piece:

		Pidil Fiece.										
	Code:	Ħ	#2	#3	#4	#5	#6	17	#8	19	#10 #11	#12
A. DIRECTION	1 - 2			West.		- 14		5 V			*	
B. WHO	1 - 9			ti Aggit Aggit		3. S.						
C. TYPE	1 - 14					**		-0,44 -1,5				
D. TO/FROM	1 - 26											
E. WHY	1-7			ď.							4.5	
F. PURCHASE	1 - 2			. (X		a. 1						
G. DELIVERY	1 - 15	1.0				, Lee		19.4			1000	

Monday

### Specify other answers and/or provide comments here

| NAIL PIECE # | MAIL PIECE # | MAIL

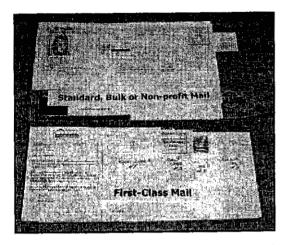
Monday Pink Page 15



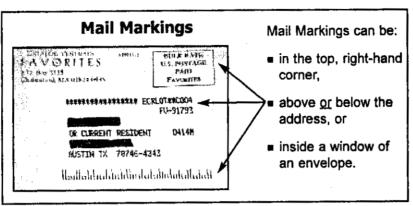
## **Appendix B2: Diary Package**

Other Diary Materials

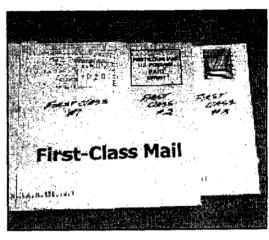
## HUUSEHULD DIAKT QUICK STAKT



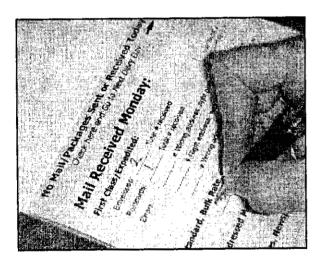
Sort Your Mail into the 5 types of mail listed in the instruction booklet.



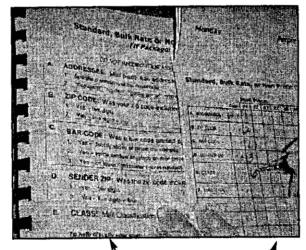
Use the mail markings to help you sort your mail.



Label and number the mail pieces within the 5 types of mail.



Complete page 1 of the Household Diary. Record the total amounts of mail you received for each type.



Use Question Sheets in the Instruction booklet to answer questions in the Household Diary.



Place completed Diaries and Mail
Pieces/Mail Markings into corresponding
daily envelopes and mail back in the
pre-paid Priority Mail envelope.

Don't forget to include your orange gift selection form!

### Reminder Card



- 1. Return your completed diaries and mail pieces to us in the pre-paid Priority Mail envelope.
  - 2. Mark your choice on the orange gift selection form and return with your diaries.

We will mail your gift as soon as we receive your completed diaries!

Whene of the 1999 Tour de France
Unitted States Postal Service



c/o NuStats Research and Consulting 801 E. William Cannon, Suite 115 Austin, Texas 78745

UNITED STATES
UNITED STATES POSTAL SERVICE.

## In appreciation for your participation, choose *one* of the following gifts:

Charitable donation of \$25 in your name to the Lance Armstrong Cancer Foundation
1999 Tour de France commemorative Team USPS T-shirt & Cap from the United States Post Office (team sponsor) and outfitter Pearl Izumi
Twenty-five dollars
Is your mailing address correct? If not check here and update below: $\Box$
Name
Address
City, State, Zip
Phone

Please mail back with your completed diaries!



### Instruction Card

# I'm finished . . . How do I return my diaries?

1 Place your completed diaries and mail markings / mail pieces in the pre-paid Priority Mail envelope included in this package.

Drop in any public U.S. Postal Service mail box or at your local post office.

box or at your lice.

Questions? Call our hotline at: 1-888-643-USPS (8777)

Mon - Fri: 11am - 9pm CST Sat & Sun: 12pm - 6pm CST



# Certificate of Appreciation







Official Sponsor of Team USPS
Winner of the 1999 Tour de France

United States Postal Service



## **Appendix C: Technical Documentation of Methods**



## Appendix C1: Sample Plan

## Sampling Plan

#### **Design and Methodology**

The purpose of the study is to obtain comprehensive market data on mail sent and received by households and, specifically, to supply:

- A detailed picture of the household mailstream, including mail class and subclass, characterize recipient households and mail senders by sector and industry, identify contents of mail, and describe household attitudes and responses patterns concerning mail received.
- A comparison of underlying trends in household mail usage and receipt between 1987 and succeeding years of the study.
- Detailed data on households' use of the Internet for various purchases (e.g. e-commerce, bill paying, emails, and e-cards that will impact the household mailstream).

These data are useful to the volume forecasting, planning, marketing, and rate-making functions of USPS.

### Sampling Plan

This sampling plan description provides information on how households were selected for the study. A sample is the subset of the population that is used to gain information about the entire population. The population of inference for the HDS comprised all U.S. households. A stratified three-stage probability sample was used to select a sample that would truly represent all U.S. households. The probability design ensures that each household will have an equal chance of selection.

To accomplish this, a master national sample was specified and drawn by in-house sampling statisticians. The probability sample of households was drawn by USPS from the national database of addresses following specifications produced by NuStats. Then a stratified random selection from the master sample was made to identify the quarterly samples. The master sample design involved a three-stage probability sample with stratification by county (clusters) at the primary sampling stage and by a county at the secondary stage. At the third stage, household clusters were selected.

## Stage 1: Primary Sampling Unit (PSU) Definition and Selection

The Primary Sampling Units (PSUs) were clusters of counties. The 30 largest Metropolitan Statistical Areas (MSAs) were treated as individual units (each was a cluster of counties) and was a self-representing The other 288 MSAs were sampled proportionately to their population; approximately 20 of the MSAs were individually sampled. remaining counties of the U.S. (all 800+ nonmetropolitan counties) were area-clusters sampled in proportion to the population. The probability sample households were drawn using a highly stratified geographic design to ensure that the final sample would be representative of households comprising five geographic regions: East, Northeast, South, Central, and West. There were a total of 87 PSUs categorized into three strata:

- 1. Large Metro areas 30 largest MSAs,
- 2. Other Metro areas 21 other MSAs, and
- 3. Non-Metro areas 36 non-metropolitan counties or groups of counties.

## Stage 2: Secondary Sampling Unit (SSU) Definition and Selection

The Secondary Sampling Unit was a county. Sampling of SSUs was by probability of selection according to population (number of households). Selection was from the national sample of PSUs and was stratified by geographic region and then by size. This insured that the SSU selection was properly allocated to the geographic regions. Not every SSU was fielded every Postal Quarter (reporting period), but every Postal Quarter had a national probability sample of SSUs.

## Stage 3: Tertiary Sampling Unit (TSU) Definition and Selection

The final (Tertiary) Sampling Unit (TSU) was a household cluster. Clusters contain approximately 10 households and are defined by estimated income classification, as defined by zip code average income estimates.

The sample was continuously fielded, throughout all 52 weeks of the year. Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods.



## **Appendix C2: Data Collection Method**



## **Data Collection Method**

#### **Data Collection Method**

The study uses a two-stage design in which households are recruited to participate in the diary study in a household interview (Stage 1) and recruited households complete a 7-day diary of mail received and sent (Stage 2). In the PFY 2000 study, 9,692 households were recruited to participate in the diary study, and 5,314 households actually completed 7-day mail diaries.

#### Stage 1: Household Interview

The main function of the household interview is to recruit households to participate in the diary study. However, it is also used to collect information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, and attitudes about mail received.

The household interview consisted of 9,692 completed interviews with an adult member (age 18 or older) in the household. These respondents represented a cross-section of U.S. households by geography and household income. The household interview contained 157 items and took an average of 22 minutes to administer. The flow of the interview included all of the following elements.

- Introduction. As a springboard for detailed questions, each interview began with an introduction, the purpose of the interview, and a battery of questions on how much respondents enjoy doing certain types of communications activities (e.g. emailing, writing cards and letters, reading cards and letters).
- Mail volume recall. The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages, all members of the household have received in a particular time period.
- Use of postal services. The use of post offices, post office boxes, private mailing services was explored.
- Communication with non-US friends and relatives. If members of the households had any friends or relatives living oversees, they were asked about cards, letters, emails, telephone calls, and wire transfers sent.

- Technology adoption and use. Questions were asked about ownership and use of personal computers, fax machines, Internet, and other new communications technologies.
- Bill payments. Bill payment volumes, methods, and timing were explored in depth.
- Periodicals. Summary volumes of magazines and newspapers received by the household were collected.
- Advertising. Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- Online shopping. Respondents were asked about their online shopping habits.
- Financial accounts and credit cards. Respondents were asked to summarize the total accounts and credit cards held.
- Household and person demographics. Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, wage earners in household, home ownership, residence tenure, and dwelling type.

Most of the households were recruited by telephone (96 percent) and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. Other households opted for an inhome interview (four percent) or were completed inhome because a telephone number could not be located (13 percent of in-home interviews). For these latter households, an appointment was made at which a surveyor would conduct the household interview, drop off the diary package and go over the instructions for its completion.

The response rate for the recruitment stage was 47 percent. Most refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later

<sup>&</sup>lt;sup>1</sup> Response rate was calculated using a formula provided by the American Association of Public Opinion Research. It is as follows: Response rate = (Completed Interviews + Percent of Eligibility Unknown) / (Eligible Households + Percent Eligibility Unknown<sup>1</sup>)

re-contacted cited time constraints and privacy concerns as their reasons for not participating.

#### Stage 2: Mail Diary Package

Households were sent diaries along with instructions and a toll-free "help" telephone number. The night before the assigned diary week was to begin, a reminder call was made to each household to confirm receipt of the packet and to answer any last minute questions. If the packet was not received by this time, the address was re-confirmed, a new diary week was assigned, and the packet was re-sent.

The diary package contained a Certificate of Appreciation, Instruction Booklet, and a "Quick Start" sheet that was photo-based. The Instruction Booklet was multi-purpose. It provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was comprised of two parts:

- Question sheets were contained in the Instruction Booklet. Question sheets were organized by mail classification (e.g. First-Class mail received, First-Class mail sent, Standard, Bulk Rate, or Nonprofit, etc.). The question sheets were colorcoded by mail classification. Information to be collected about each mail classification included: type of mail piece (i.e. envelope, postcard, catalog), receiver zip code, sender zip code, mail classification, mail type, sender type, information about advertising enclosed and receiver reaction or responses to it, and timeliness of the mail piece arrival.
- Answer booklets were specific to each day (e.g. Monday, Tuesday, Wednesday, etc.). The diary packages contained seven answer booklets. Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received in the returned diary packages to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. A three-stage editing process was used to check the accuracy of the diary information recorded by each household. First, returned diary packets were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day was checked to assure sufficient and logical answers and also to verify recorded information against mail markings returned in the package householder. Third, a second editor re-checked the

diary information recorded for each day as noted above. This second edit was a quality control check that assured the accuracy of the data. Completed diaries were given a rating of 1 (little follow-up needed), 2 (follow-up call needed), or 3 (unusable).

During the editing process, correction call-backs were made to households to clarify information or to fill-in missing information. About 3% of returned diaries did not pass the edit checking process, while over half required some form of respondent re-contact to clarify or correct diary information.

Of the 9,692 households recruited to receive a diary package, 5,314 actually returned acceptable<sup>2</sup> completed diaries to NuStats for a completion rate of 55 percent.

#### Methodological Changes for PFY 2000

Prior to PFY 2000, the household interview was conducted via in-home interviews. Household interview recruitment and diary placement were done by "door-to-door" canvassing of surveyors. However in recent years, it had become apparent that the "door-to-door" methodology was subject to response bias due to safety and security concerns among householders. Also prior to PFY 2000, participating households completed the diary mostly on their own with minimal guidance from the survey team once the householder received the diary. Often a long timedelay resulted between the time the household completed the diary and any re-contacts were made to correct or clarify diary or household interview information. Thus, respondent recall of the recorded information was subject.

The PFY 2000 study was conducted using a multimode approach that sought to provide greater control of household participation to minimize response bias, to improve data accuracy through faster data checking and householder re-contacts, and to provide telephone assistance to householders during their diary week.

- Computer-assisted telephone survey techniques replaced the initial door-to-door recruitment of households. Thus, household interview data checks were automated during the interview process, itself, and subsequent to the interview checked and clarified within days of collection.
- If a householder agreed to participate, he/she had the option of having a surveyors visit the residence, or being mailed a self-administered diary instrument that explained how to record the mail received and sent in the household. For PFY

<sup>&</sup>lt;sup>2</sup> Acceptable was defined as returning diaries with data suitable for analysis.

2000, only four percent of householders requested that a surveyor visit the residence.

- Diary packets were mailed back to NuStats in postage-paid priority mail envelopes. Returned diary packets immediately went through a threestage edit and review process. The gap between diary completion and data checking was reduced from several weeks to just a few.
- A toll-free "hotline" was established to answer participant questions before, during, and after their diary weeks. Questions could be answered immediately and at the "source."



## Appendix C3: Data Processing

## Data Processing

#### Data Management

Data management entails how the information resulting from the Household Interview and Mail Diaries were processed, made available for analysis, documented and stored. Household interviews that were conducted via telephone were done using computer-assisted telephone interviewing (CATI) technologies. The questionnaire and relevant data checks were programmed into a master questionnaire that was then distributed to the individual computer terminals used by interviewers to administer the survey. In-home interviewers were completed on a paper questionnaire and these were subsequently entered into the same CATI questionnaire at NuStats. The diary information was entered into a data entry program that was pre-programmed with data checking routines.

After completion of data collection, editing, and entry tasks, the survey data were contained in eight data files. One data file contained the Household Interview data. It was developed as an SAS file. The Mail Diary data is in seven files — one for each mail classification (First-Class mail received, First-Class mail sent, etc.). These files were developed as SAS files.

The file variables are identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable,
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric,
- Value formats, which identify the response codes, and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs in contained in a separate File Information document that accompanied the data delivery. Various edit routines were implemented to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks,
- Checks for proper data skips and patterns of answering questions consistent with prior answers,
- Checks for realistic responses (e.g., number of online purchases possible in one month), and
- Checks for high frequency of item non-response (missing data).

When conducting these checks, data were compared against the actual survey forms or respondents were recontacted. Extreme values that were either impossible or unlikely were identified, and inconsistent data were corrected when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether they were legitimate data or probable entry errors. Some extreme or inconsistent data values that could not be corrected were edited to missing values.

In addition, in-depth customized data checks were done to ensure that data within each record of the Household Interview was logically consistent. For example, a respondent reported paying bills by Internet only if he/she also reported having Internet access. Customized checks were also completed to ensure consistency between the Household Interview and Mail Diary data. For example, addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Documentation of raw variables, derived variables, and analytical programs were provided in a data documentation binder that accompanied the data delivery. Identifiable information, such as respondent names, addresses, and telephone numbers, were removed to protect respondent confidentiality and privacy. Such information has been stored in a locked archival file.



## **Appendix C4: Data Weighting and Expansion**



## Sample Demographic Profile (all counts unweighted)

TABLE !
Annual Household Income by Recruitment / Retrieval Status

		Entendes 33	
		kierkaristesk	
Under \$7,000	79	88	167
\$7,000 - \$9,999	87	110	197
\$10,000 - \$14,999	191	178	369
\$15,000 - \$19,999	224	213	437
\$20,000 - \$24,999	304	218	522
\$25,000 - \$34,999	546	434	980
\$35,000 - \$49,999	782	594	1,376
\$50,000 - \$64,999	800	573	1,373
\$65,000 - \$79,999	608	414	1,022
\$80,000 - \$99,999	413	341	754
\$100,000 or more	485	419	904
Don't Know	128	124	252
Refused	667	672	1,339
Total	5,314	4,378	9,692

TABLE II

Number of Adults in Household by Recruitment / Retrieval Status

Total	5,314	4,378	9,692
Five or More	57	76	133
Four	217	209	426
Three	688	641	1,329
Two	3,091	2,394	5,485
One	1,261	1,058	2,319

, TABLE III

Geographic Region & Urbanicity by Recruitment / Retrieval Status

otal	5,314	4,378	9,692
West	1,189	811	2,000
Central	1,302	868	2,170
South	1,112	1,131	2,243
Northeast	806	635	1,441
East	905	933	1,838
and distribution		Hovseholds No Remeyed N	เรือติ

TABLE IV
Urban / Rural Location by Recruitment / Retrival Status

Total	5,314	4,378	9,692
Non-Metropolitan Areas	968	1,000	1,968
Other Metro Areas	1,635	1,185	2,820
30 Largest Metro Areas	2,711	2,193	4,904
		Households. Re Not Refrieved	i piel

TABLE V

Age of Head of Household by Recruitment / Retrieval Status

		Estables :	
18 - 24	179	270	449
25 - 44	1,995	1,782	3,777
45 - 64	2,047	1,563	3,610
65+	1,093	763	1,856
Tota!	5,314	4,378	9,692

TABLE VI

Educational Attainment of Head of Household by Recruitment / Retrieval Status

Educational Attainment	Recruited		
of Head of Household	Retrieved	Not Refrieved &	Total
8th grade or less	67	100	167
Some high school	230	301	531
High school graduate	1,447	1,421	2,868
Some callege	1,134	888	2,022
Technical School Graduate	131	109	240
College graduate	1,542	1,072	2,614
Postgraduate work	763	487	1,250
otal	5,314	4,378	9,692



## **Data Weighting and Expansion Section**

The PFY 2000 HDS utilizes both weighting and expansion factors to 1) adjust the sample data to match population parameters and 2) expand mail volumes exhibited in the diary sample to all households in the United States.

This section illustrates the methodology selected in creating sampling and expansion weights for the PFY 2000 Household Diary Study.

### Weighting Procedures — PFY 2000 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the PFY 2000 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Income. PFY 2000 recruitment geographic weights were derived from the following variables:

**Strata**: Strata consists of three separate categories that define the urban/rural location of each household while region consists of five categories that define geographic location. A household may be classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a provides non-metropolitan area3. Table unweighted sample counts  $\mathbf{from}$ 2000 recruitment data for strata:

TABLE A
HDS 2000 Recruitment Data: Urban/Rural Location

Total	9,692	100.0	
Non-Metro Counties	1,968	20.3	100.0
Other Metro Areas	2,820	29.1	79.7
30 Largest Metro Areas	4,904	50.6	50.6
Urban / Rurok / Location	dorsenole	Marketi	Gondonve SPSGON

**Region:** Counties were also grouped according to their geographical location within the United States (See Table B). There are five mutually exclusive regions (along with respective states):

#### Five Regions:

East: District of Columbia, Delaware, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia, West Virginia.

**Northeast:** Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Rhode Island, Vermont.

**South:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, Texas.

**Central:** Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, South Dakota, Wisconsin, Wyoming.

**West:** Alaska, Arizona, California, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washinaton.

TABLE B
HDS 2000 Recruitment Data: Geographic Region

Total	9,692	100.0	
West	2,000	20.6	100.0
Central	2,170	22.4	79.4
South	2,243	23.1	57.0
Northeast	1,441	14.9	33.8
East	1,838	19.0	19.0
ceorranile licelon	Hariyand <i>ir</i>	Rojeent	

<sup>&</sup>lt;sup>3</sup> Metropolitan area is defined within the sample according to the official definition utilized by the US Census Bureau, commonly referred to as Metropolitan Statistical Areas (MSAs). Metropolitan areas are defined as single- or multi-county areas. Non-metropolitan areas are counties which do not belong to a metropolitan area. Each sample county was categorized under strata according to its metropolitan status.

**Strata/Region:** Strata and Region are combined to form a concatenated variable producing 15 strata/region cells. Table C indicates the distribution of households from the PFY 2000 recruitment sample within Strata and Region.

Population parameters for the intersection of strata and region were based on 1990 census counts of households by county. Each county was grouped according to its location within strata/region cells, resulting in 15 mutually exclusive and exhaustive geographic categories (See Table D).

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table D.

TABLE C
Distribution of Households within Strata and Region

Column Totals	4,904	2,820	1,968	9,692
West	1,272	518	210	2,000
Central	1,078	483	609	2,170
South	762	951	530	2,243
Northeast	1,081	218	142	1,441
East	711	650	477	1,838
Geographic Region	30 Largest Metro Areas	pan / Rural   Other Metro Āreas	Non-Metro	Row Totals

TABLE D
HDS 2000 Recruitment Data: Construction of Geographic Weight

Strata	Geographic Region :	Households (Population)	Percent	Households (Sample)	Percent	Weight
30 Largest Metro Areas	East	7,803,481	8.5%	711	7.3%	1.16
	Northeast	6,727,144	7.3%	1,081	11.2%	0.66
	South	4,434,248	4.8%	762	7.9%	0.61
	Central	9,815,598	10.7%	1,078	11.1%	0.96
	West	3,278,735	3.6%	1,272	13.1%	0.27
	East	1,282,414	1.4%	650	6.7%	0.21
Other	Northeast	6,039,662	6.6%	218	2.2%	2.92
Metro Areas	South	10,230,339	11.1%	951	9.8%	1,13
	Central	5,170,892	5.6%	483	5.0%	1.13
	West	9,328,426	10.1%	518	5.3%	1.90
Non- Metro Areas	East	4,777,813	5.2%	477	4.9%	1.06
	Northeast	5,574,518	6.1%	142	1.5%	4.14
	South	11,367,556	12.4%	530	5.5%	2.26
	Central	3,862,675	4.2%	609	6.3%	0.67
	West	2,253,909	2.5%	210	2.2%	1.13
Totals		91,947,410	100.0%	9,692	100.0%	1.00

#### Income Imputation Procedures

In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in income distribution. Weights were calculated for income based upon the following sequence:

First, income was imputed for those respondents who either did not know their household income or refused to answer the question. This was accomplished using a "hot deck" approach to imputation. To achieve this, the sample was stratified according to a number of variables correlated with income.

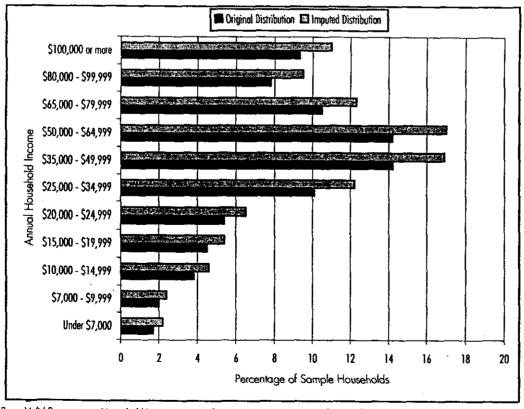
These include strata/region, age and educational attainment of the head of household, and the number of wage earners. To be effective, each of these explanatory variables used in stratifying the file must have a valid response. Therefore, non-responses for these variables were imputed. In the case of age, non-responses were coded according to the age distribution for valid responses. Wage earners were imputed based on the ratio between household size and wage earners for valid responses. Educational attainment was imputed based on the distribution of valid responses, maintaining consistency between educational attainment and age.

Once all four variables used in stratifying the data to prepare for income imputation were populated with valid cases, the sample was stratified according to the following sort order:

#### Tricome Impulation Sort Orders 😂

- 1) Strata/Region,
- 2) Educational Attainment of Head of Household,
- 3) Number of Wage Earners, and
- 4) Age of the Head of Household.

Non-responses to the income question were then recoded into a new variable containing original valid cases and imputed non-responses. Imputation was accomplished manually by donating neighbor cases to those coded as don't know or refused. Cases directly above non-responses were used as donors up to two times (for consecutive non-responses). For those instances in which there were three or more consecutive non-responses, cases directly below these cases were used as the donor case. This process continued until all responses to the income question were recoded as valid responses. The resulting distribution was then evaluated against the original income distribution to determine consistency. Figure A illustrates the resultant changes between the original income distribution and the imputed income distribution.



#### FIGURE A

Comparison Between Original and Imputed Income Distribution

Base: Valid Responses to Household Income question from recruitment interview and imputed non-responses (9,692 Households). Note: Distribution based on unweighted cases.

**TABLE E**HDS 2000 Recruitment Interview: Construction of Income Weight

Income Categories	Percent (Population)	Households (Sample)	Percent (Sample)	Weight 3
Under \$7K	6.90%	211	2.18%	3.17
\$7K to <\$10K	3.44%	235	2.42%	1.42
\$10K to <\$15K	7.80%	447	4.61%	1.69
\$15K to <\$20K	7.04%	523	5.40%	1.31
\$20K to <\$25K	6.99%	629	6.49%	1.08
\$25K to <\$35K	13.17%	1,178	12.15%	1.08
\$35K to <\$50K	15.91%	1,642	16.94%	0.94
\$50K to <\$65K	12.36%	1,647	16.99%	0.73
\$65K to <\$80K	8.44%	1,189	12.27%	0.69
\$80K to <\$100K	7.23%	922	9.51%	0.76
\$100K and over	10.71%	1,069	11.03%	0.97
Totals		9,692		

The main effect of imputation is an increase in the middle-income categories, maintaining — with some exceptions — the original sample distribution. An income weight is then calculated based upon population parameters of income distribution as reported in the 1999 Current Population Survey data produced by the US Bureau of the Census<sup>4</sup>. Table E illustrates the calculation of the income weights.

The main effect of imputation is an increase in the middle-income categories, maintaining—with some exceptions—the original sample distribution.

The resultant income weights were then multiplied to the geographic weights explained above. Frequency distributions were generated for one common variable (gender) with unweighted and weighted counts. To ensure that weighted counts of recruitment data would equal unweighted counts, the resultant weights were adjusted based on the ratio between unweighted and weighted counts.

An additional weight was constructed for use with the recruitment data for certain items that measured volume (i.e. number of cards sent, number of magazines received, etc.). This weight is identical to the final weight with an added component, adjusting volumetric items based on the number of weeks within each postal quarter. This allowed for the adjustment of seasonal fluctuations between postal quarters that were due to the differing lengths within postal quarters.

### Weighting Procedures — PFY 2000 Diary Data

As mentioned above, 9,692 households participated in the recruitment phase of the PFY 2000 HDS, while 5.313 households completed usable diaries. Balancing weights for the diary portion of the PFY 2000 HDS are essentially identical to weights used in recruitment, providing an adjustment for the reduction in sample size and the addition of age of head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen. This was completed based on the following sequence of criteria: 1) oldest male, 2) oldest female (if no male exists).

<sup>&</sup>lt;sup>1</sup> The Current Population Survey (CPS) is a monthly household-based survey conducted jointly by the US Bureau of the Census and the US Bureau of Labor Statistics. For the purposes of the HDS 2000, the annual demographic survey of the CPS (commonly referred to as the March supplement) was used. The reference date for these estimates is March 1999.

For cases in which two candidates for the head of the household were of the same age, the respondent was chosen. Heads of household were grouped into eight age cohorts: 18-21, 22-24, 25-34, 35-44, 45-54, 55-64, 65-69, and 70 years or more.

Weights were computed based on the quotient of each cohort's percentage of the population divided by each cohort's percentage of the sample. The resultant weight was then multiplied to the final weight produced in the recruitment phase. Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for sampling across postal quarters. Since the survey period for each household is one 7-day span, an expansion factor was applied to diary data to adjust weekly volumes to annual volumes. A final

adjustment was made to expand the sample to the level of total households in the United States, which at the time of data collection was 104.8 million.

Expansion factors are applied in order to derive both the number of mail pieces per household per week and annual volumes received by households nationwide. The number of households that participated in the diary portion of the survey were divided into the number of households in the United States at the time of the survey: 104.8 Million. The resultant factor was applied to each household in the survey. The expansion factor was multiplied by the sampling weight and then multiplied by 52 (the number of calendar weeks in one year) to derive nationwide annual volume estimates from the sample data.



## **Adjustment Factors**

In order to account for under-reporting of household mail volumes, a variety of adjustment factors have been used. There are three types of adjustment factors: Destination adjustment factors: Householdto-Household adjustment factors, and Household-to-Nonhousehold adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from PFY 2000 HDS sample data and mailing volumes calculated under the City Cost Carrier System (CCCS) and Rural Cost Carrier System (RCCS) operated by USPS. These destination adjustment factors were applied to First-Class, Priority, Standard Mail (A), Standard Mail (B), and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households should consist of a "closed loop". In other words, mail that is sent to households by households should equal mail received by

households from households. This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame. Therefore, is adjusted household mail sent to equal household mail received. This factor is applied to First-Class Mail (1.48) and Packages (1.27).

Household-to-nonhousehold adjustment factors were applied to account for under-reporting of mail sent by households to nonhouseholds. The use of this adjustment factor is based on a comparison between the amount of mail sent by households to nonhouseholds derived from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.35) is applied to First-Class mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification:

TABLE F

HDS 2000: Adjustment Factors Utilized by Postal Classification

Posta Gassificatio	Desinal	ion Housel Housel	dao-Goise dea od: Nathalisan	:-  ::
First-Class	1.05	1.48	1.35	
Priority	1.16	N/A	N/A	
Standard Mail (A)	1.08	N/A	N/A	
Standard Mail (B)	1.63	N/A	N/A	
Periodicals	0.97	N/A	N/A	



## Appendix D: Revenue, Pieces and Weight Volume Table

## Appendix D Revenue, Pieces and Weight Volume (millions)

#### Postal Fiscal Years 1987, 1999, and 2000

The straight Annual Park Straight Strai	PERALITERS	1292 - L	.15.2000	
First-Class Letters:				
Single Piece	53,937.474	53,412.621	52,174.240	
Automated-Presort (Work Shared)	21,371.032	42,684.840	45,277.460	
First-Class Cards:				
Single Piece	2,482.994	2,414.013	2,516.809	
Automated-Presort (Work Shared)	754.821	2,433.524	2,707.744	
Priority	351.437	1,187.813	1,215.581	
Express	41.381	68.366	70.377	
Periodicals	10,290.611	10,296.517	10,219.793	
Standard Mail (A):				
Single Piece*	157.551	51.620	0.000	
Regular Rate Bulk:				
Nonautomated/automated	21,707.426	38,490.810	42,472.931	
Enhanced carrier route	26,598.537	32,769.071	32,540.359	
Nanprofit Rate Bulk:				
Automated-Presort (Work Shared)	8,596.680	10,933.949	11,288.179	
Nonprofit Enhanced carrier route	2,340.985	2,940.701	2,887.986	
Standard B:			<u> </u>	
Parcel post	143.102	326.021	323.073	
Other	469.092	716.879	789.606	
International Mail:			<u> </u>	
International	776.341	1,025.877	1,071.245	

<sup>\*</sup>This sub-class was phased out in 2000.